

# Girl Scout Product Standards

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The Girl Scout Product and Packaging Standards were developed to aid in the development of Girl Scout-branded and licensed products and packaging. These guidelines are for the sole use of Girl Scout Merchandise (GSM) vendors, Girl Scout councils, and official national and regional licensed vendors. This document is highly confidential and is being provided to you for the sole purpose of assisting you in developing products and packaging pursuant to the terms of your Agreement with Girl Scouts of the USA (GSUSA). Any and all artwork must be submitted before the manufacturing of any materials and/or products. No part of this document, or any reproduction thereof, may be publicly displayed or transferred by you to any other party for any purpose whatsoever. All artwork, photographs, design assets, trademarks, and other materials depicted herein are the property of GSUSA and shall be returned immediately upon request.

In this document, you will find design assets developed by GSUSA. Subject to approval, you are free to create your own illustrations, artwork, and packaging that mimic the style of those seen in these standards. GSUSA expects vendors and licensees to make heavy use of these brand assets when designing Girl Scout-branded and licensed products. For fashion and trend-driven products which require more flexibility, we provided direction on how to flex the brand assets while remaining true to the essence of the Girl Scouts brand.

Please make sure to read this document in its entirety, as it contains important information about the creative standards and the approval process that will need to be met. Only artwork, photographs, design assets, trademarks, and other materials approved by Girl Scouts may be used by GSM vendors, Girl Scout councils, and official licensees on Girl Scout-branded and licensed products and packaging.

Licensees and council staff should contact GS Licensing at [gsvendors@girlscouts.org](mailto:gsvendors@girlscouts.org) with any questions.

GSM vendors should contact their GSM Buyer with any questions.

# Intended Audience

These guidelines are designed specifically for use by the audiences listed here.

## **Council Notes:**

Councils are to facilitate any and all orders for troops/groups, service units, and individuals with regional licensed vendors, and are encouraged to contact GS Licensing at [gsvendors@girlscouts.org](mailto:gsvendors@girlscouts.org) with any questions.

Non-licensed vendors may be used by councils when merchandise is for:

- non-resale
- not involving fee-based activities
- internal/staff needs
- recruitment and promotions
- program materials
- gifts, awards, or recognitions
- troop/group/service unit purchases made with group funds and given to every member at no cost.

## – **Girl Scout Merchandise (GSM) Vendors**

## – **Girl Scout Councils**

## – **Official GSUSA Licensed Vendors:**

### – **National Licensed Vendors**

Licensees in this category manufacture, promote, sell, and distribute approved licensed products at wholesale cost to retail chains, independent retailers, e-commerce retailers, catalog retailers, and council shops. National licensees may also be granted rights to distribute products directly to consumers. All promotional and marketing materials, products, and designs- both in print and online- must be approved by GSUSA.

### – **Regional Licensed Vendors**

Licensees in this category sell and promote approved products and designs directly to councils. Merchandise needed by volunteers, troops/groups, service units, and individuals must be facilitated by the local council. Regional licensed vendors may produce products needed by the council or members for all uses. However, they must be used when merchandise is for resale, defined as any item resold or given away in connection with an event for which a fee, price, or admission is paid (refer to page 19 of the Blue Book). This includes, but is not limited, to product sales, gifts with purchase, and camp. Annual dinners where fees only apply to meals are excluded. All promotional and marketing materials, products, and design- both in print and online- must be approved by GSUSA.

## – **Cause Marketing Relationships**

Strategic partners in this category engage with Girl Scouts of the USA as a beneficiary of the sales of an approved product or assortment (the terms of which are outlined in their Agreement). All promotional and marketing materials, products, and designs- both in print and online- must be approved by GSUSA.



# Legal Notices for Licensed Products & Packaging

Note: When the licensing purpose messaging is included on packaging, we do not need to restate that the licensee is an officially licensed vendor in the Legal Notice.

- **GSUSA Legal Notice for All Packaging, Marketing Materials:**  
The GIRL SCOUTS® name, mark, and all associated trademarks and logotypes, including the Trefoil Design, are owned by Girl Scouts of the USA. [licensee name] is an official GSUSA licensed vendor.
- **GSUSA Legal Notice for All Packaging, Marketing Materials where Girl Scout Cookies intellectual property is featured:**  
The GIRL SCOUTS® name, mark, and all associated trademarks and logotypes, including GIRL SCOUT COOKIES®, THIN MINTS®, TREFOILS®, GIRL SCOUT S'MORES®, TOAST-YAY!™, GIRL SCOUT COOKIE SALE®, GIRL SCOUT COOKIE PROGRAM®, and the Trefoil Design, are owned by Girl Scouts of the USA. [licensee name] is an official GSUSA licensed vendor.
- **GSUSA Legal Notice for All Packaging, Marketing Materials where both a Girl Scout trademark plus copyrighted licensed content are featured:**  
© 20XX Girl Scouts of the USA. The GIRL SCOUTS® name, mark, and all associated trademarks and logotypes, including GIRL SCOUT COOKIES®, THIN MINTS®, Trefoils®, GIRL SCOUT S'MORES®, TOAST-YAY!™, GIRL SCOUT COOKIE SALE®, GIRL SCOUT COOKIE PROGRAM®, and the Trefoil Design, are owned by Girl Scouts of the USA. [licensee name] is an official GSUSA licensed vendor.
- **Abbreviated Legal Notice for Product:**  
**To be determined by GSUSA, depending on usage of Licensed Marks and/or Licensed Content.**  
TM Girl Scouts of the USA  
TM & © Girl Scouts of the USA
- **With GSUSA's approval when space does not allow above notice:**  
TM GSUSA  
TM & © 20XX GSUSA

# Girl Scout Cookie Names

Licensees and vendors are responsible for determining the availability of the cookie names in their product category.

<b>Name on Cookie Box:</b>	<b>Name for Licensed Products:</b>
Adventurefuls™	Adventurefuls™
Caramel Chocolate Chip	Caramel Chocolate Chip
Caramel deLites® / Samoas®	Coconut Caramel
Do-si-dos® / Peanut Butter Sandwich	Peanut Butter
Girl Scout S'mores®	Girl Scout S'mores®
Lemon-Ups® / Lemonades™	Lemon
Peanut Butter Patties® / Tagalongs®	Chocolate Peanut Butter
Thin Mints®	Thin Mints®
Toast-Yay!™	Toast-Yay!™
Toffee-tastic®	Toffee
Trefoils® / Shortbread	Trefoils® Shortbread



# Core Elements

# Trefoil

The Trefoil is the simplest and most potent expression of our brand.

It is pronounced: tre·foil.

It may be used alone for communications where the Girl Scouts brand has already been established through prominent copy or other clear context. Otherwise, it should be used in combination with the Girl Scouts Movement servicemark.



# Movement Servicemark

This is the approved structure for identifying the Girl Scout name.

The Movement servicemark should be used to identify the Girl Scouts brand in environments where the Trefoil alone does not provide a strong enough connection. The Movement servicemark can be used alone or in combination with the Trefoil. See logo hierarchy starting on page 26 to understand how they are used together.



# Council Servicemarks

Council servicemarks are the approved structure for identifying the Girl Scouts brand with a council name.

Council servicemarks should replace the Movement servicemark on communications produced by councils.

Council servicemarks can only be created by the Girl Scouts of the USA.





# Council Acronyms

Council acronyms are shorthand for the full council name.

These should be used extremely sparingly only for cases in which the full council servicemark does not fit.

Never use acronyms to speak to an audience that is not a current member of the referenced council.


The horizontal and vertical lockups have been created for maximum flexibility in small spaces. They can be used interchangeably according to the space provided.

Horizontal



The horizontal lockups show the green trefoil icon followed by the council acronym in a bold, lowercase sans-serif font. The examples are: gsgny, gsgwm, and gsdsw.

Vertical



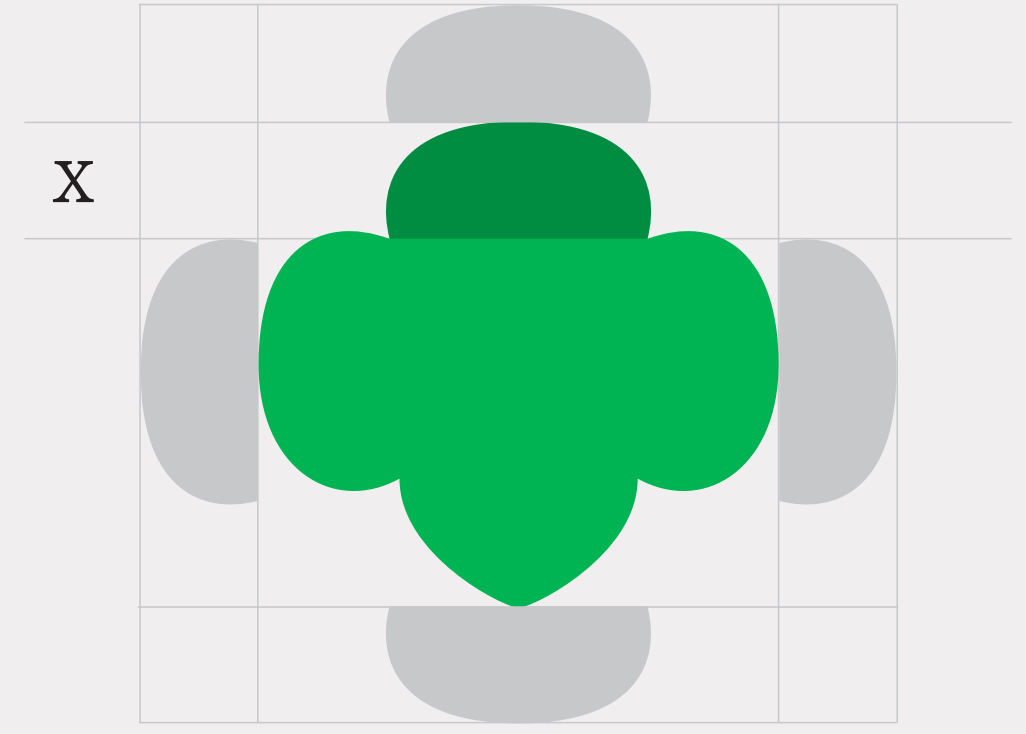
The vertical lockups show the green trefoil icon positioned above the council acronym in a bold, lowercase sans-serif font. The examples are: gsgny, gsgwm, and gsdsw.

# Clear Space

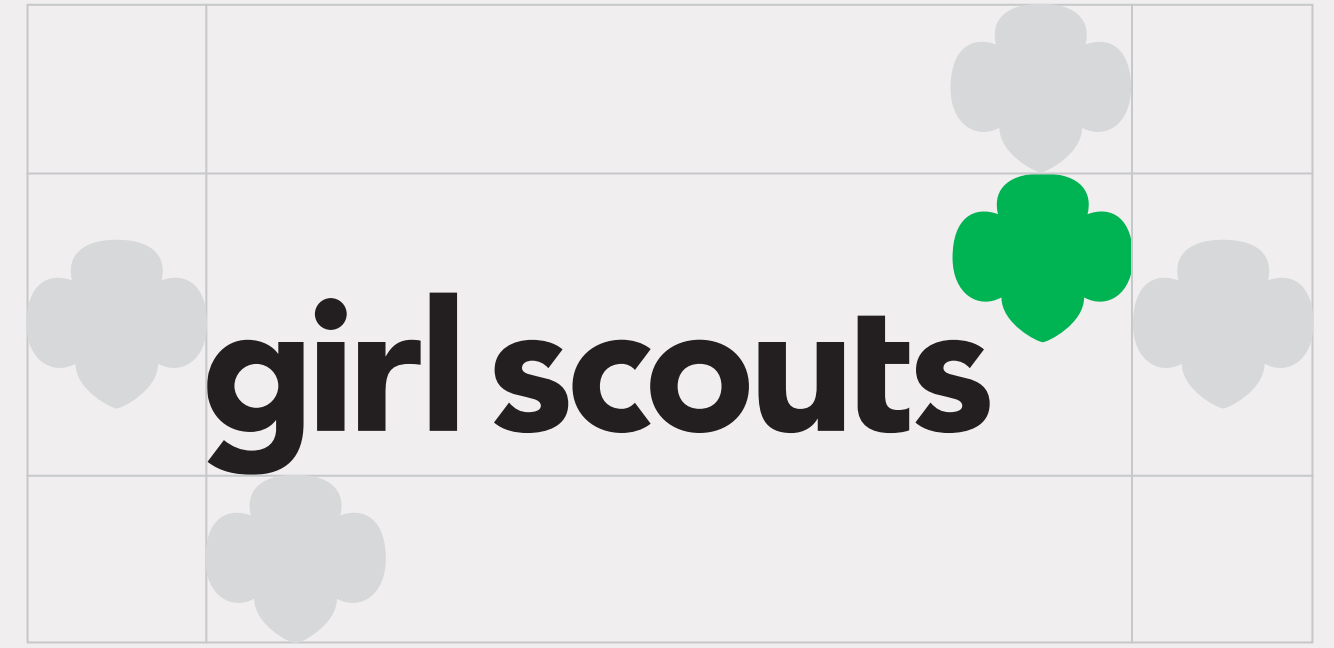
Within product and packaging, the Trefoil should always have a clear space of at least the height of the top rounded piece on all four sides.

The Movement servicemark and council servicemarks should always have a clear space of at least one Trefoil on all sides.

Council acronyms should always have clear space at least equal to the distance between the Trefoil and type.



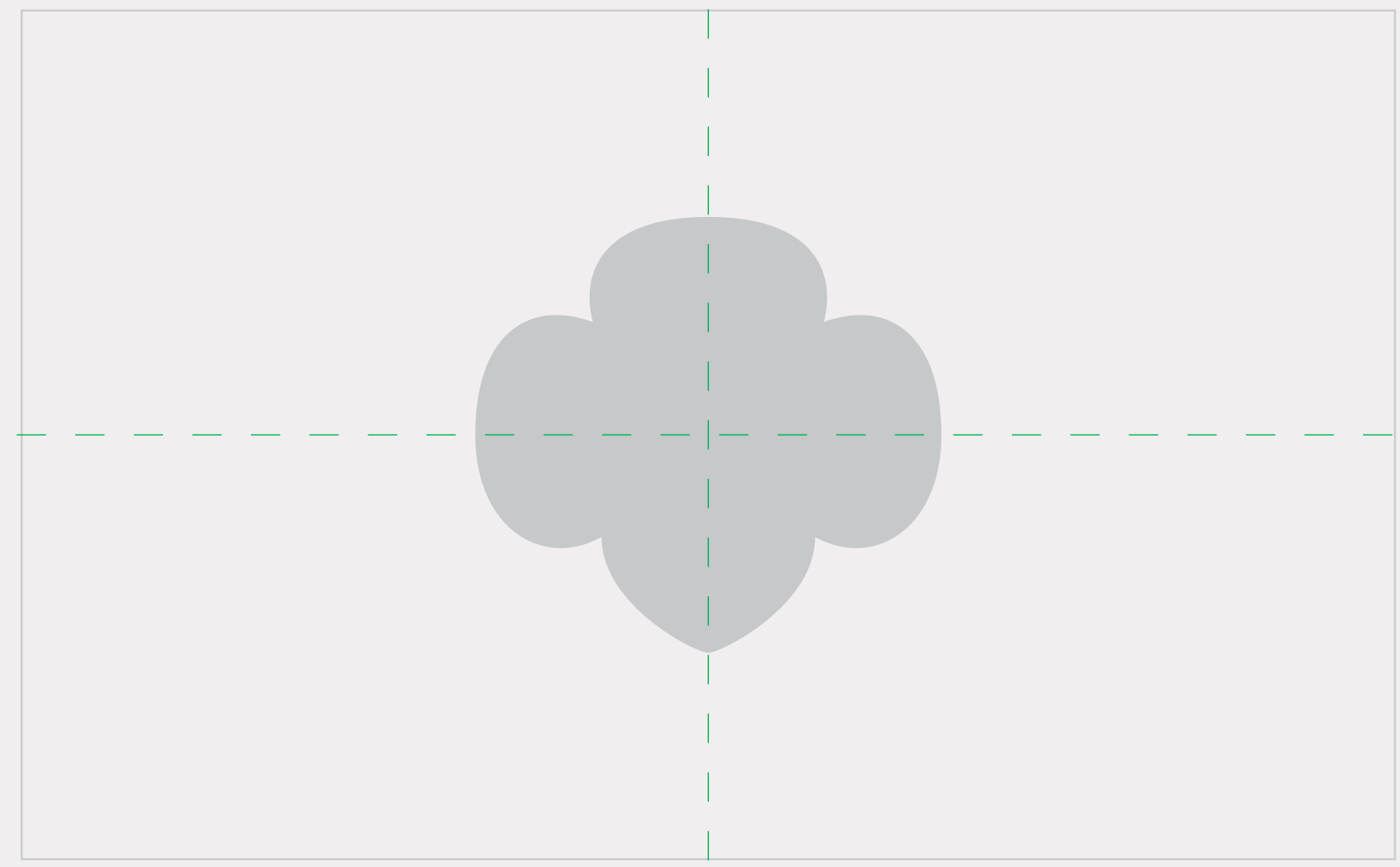
X= Trefoil Clear Space



# Centering the Trefoil & Movement Servicemark

The Trefoil's true center matches its optical center.

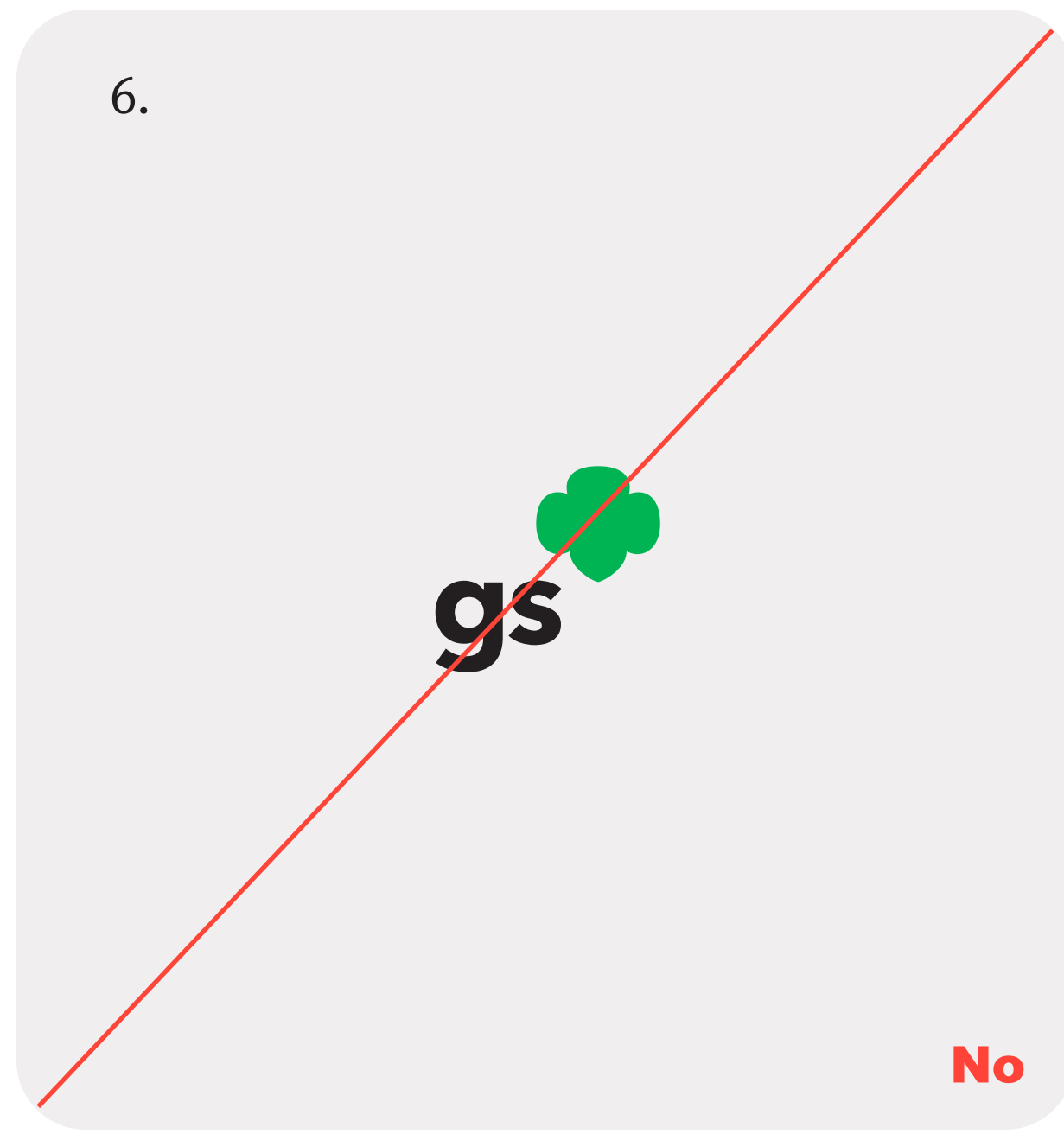
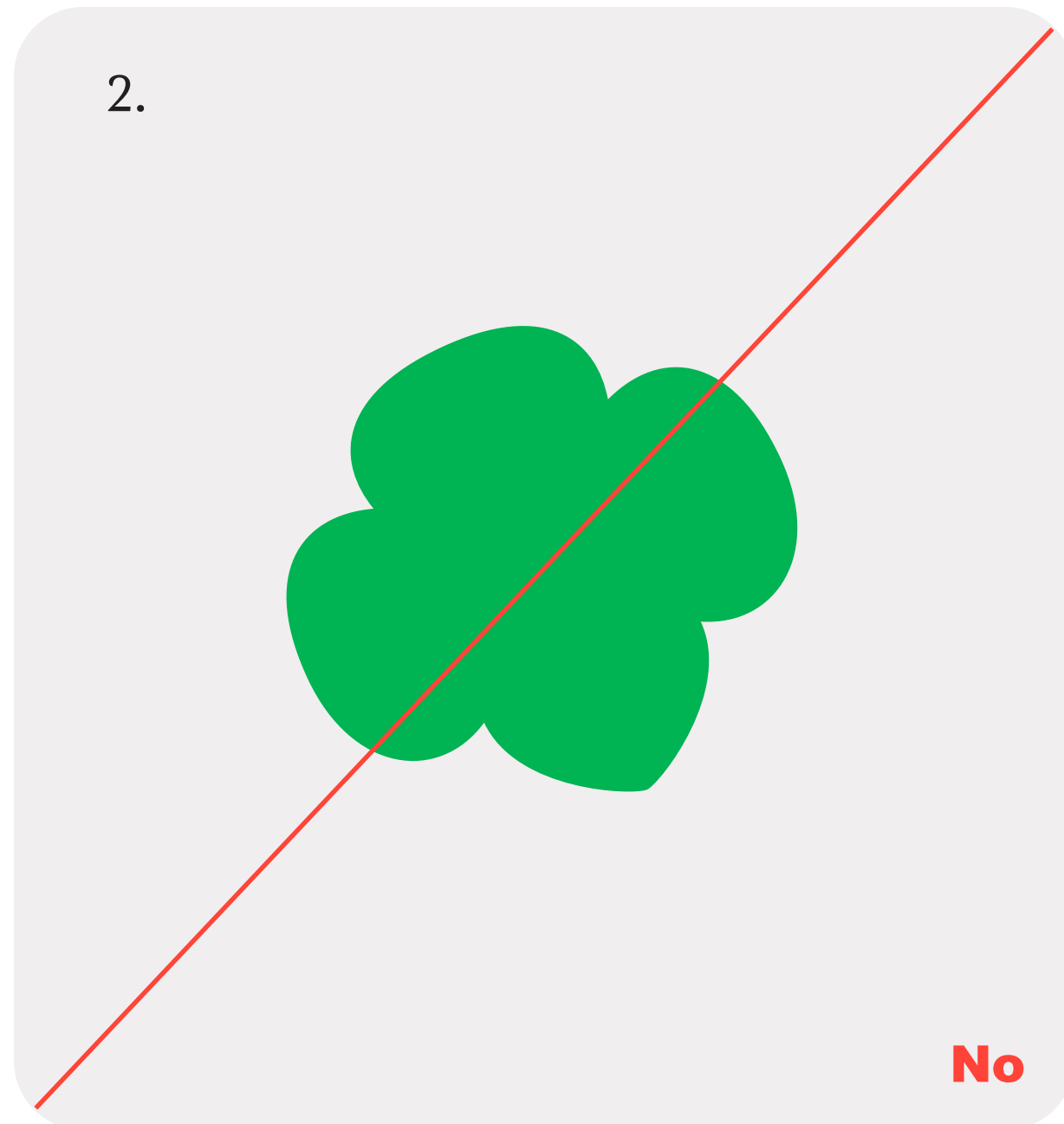
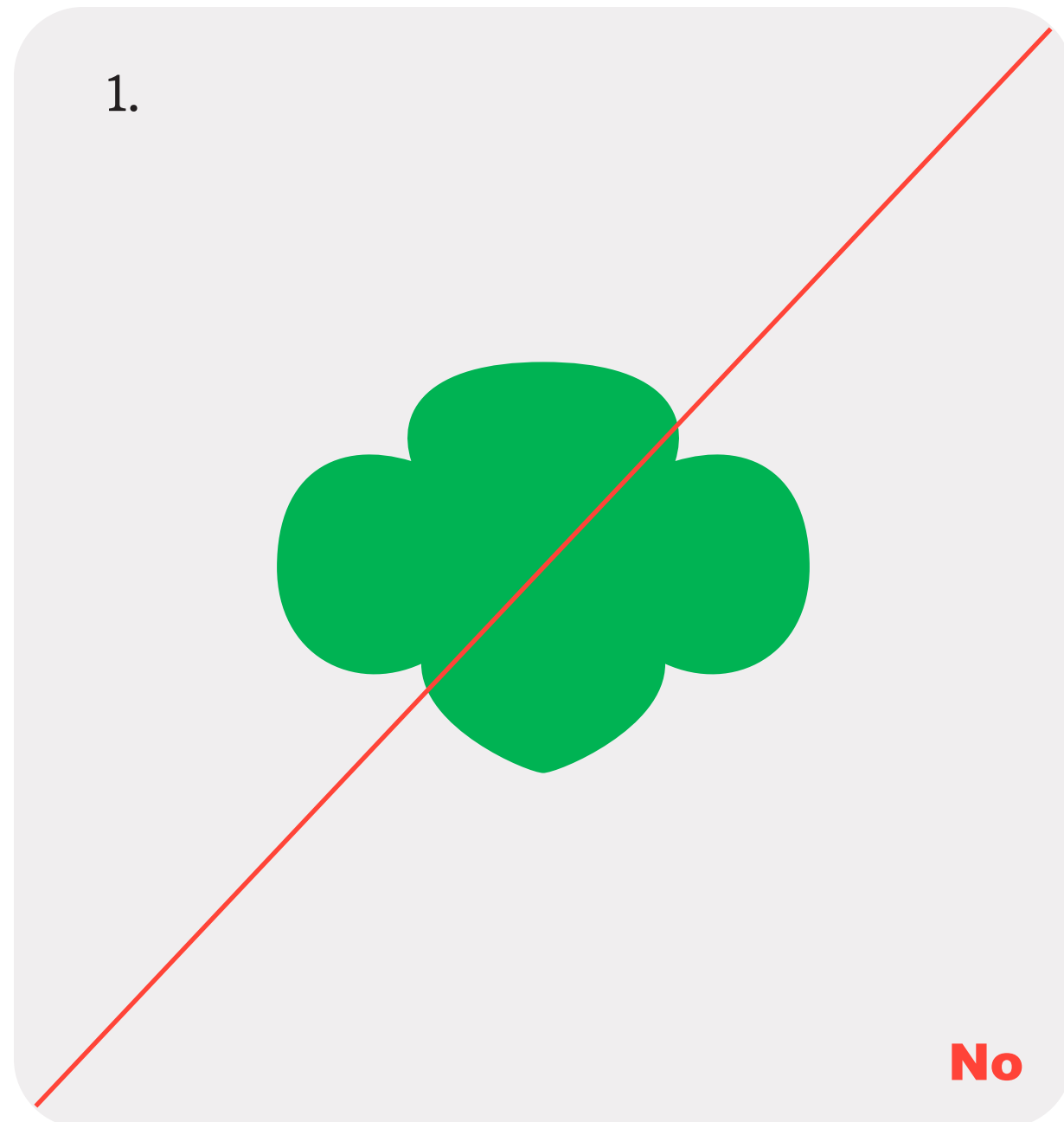
However, the Movement servicemark's optical center is not the same as its true center. Always center the Movement servicemark to optical center, outlined in green.



# Trefoil & Movement Servicemark Don'ts

The Movement servicemark should never be changed, altered or recreated. The following is a list of things to never do:

- 1. Never manipulate the Trefoil.
- 2. Never use the Trefoil at an angle.
- 3. Never place the Movement servicemark inside the Trefoil.
- 4. Never create new lockups.
- 5. Never recreate the Movement servicemark.
- 6. Never abbreviate the Movement servicemark.





# Typography

Packaging leverages our core typeface: Girl Scout Serif.

There are two styles of Girl Scout Serif: Text and Display.

Display is used for large scale copy (24pt or over) while Text is used for small scale copy (under 24pt).

Bold and medium should only be used for creating a sense of hierarchy in text copy.

## Girl Scout Serif Display Light

AaBbCcDdEe  
 FfGgHhIiJjKk  
 LlMmNnOoPp  
 QqRrSsTtUu  
 VvWwXxYyZz  
 0123456789  
 ?@&\$¢%”\*

## Girl Scout Serif Text Book

AaBbCcDdEeFfGgHhIiJj  
 KkLlMmNnOoPpQqRrSs  
 TtUuVvWwXxYyZz  
 0123456789?@&\$¢%”\*

## Girl Scout Serif Text Medium

AaBbCcDdEeFfGgHhIiJj  
 KkLlMmNnOoPpQqRrSs  
 TtUuVvWwXxYyZz  
 0123456789?@&\$¢%”\*

## Girl Scout Serif Text Bold

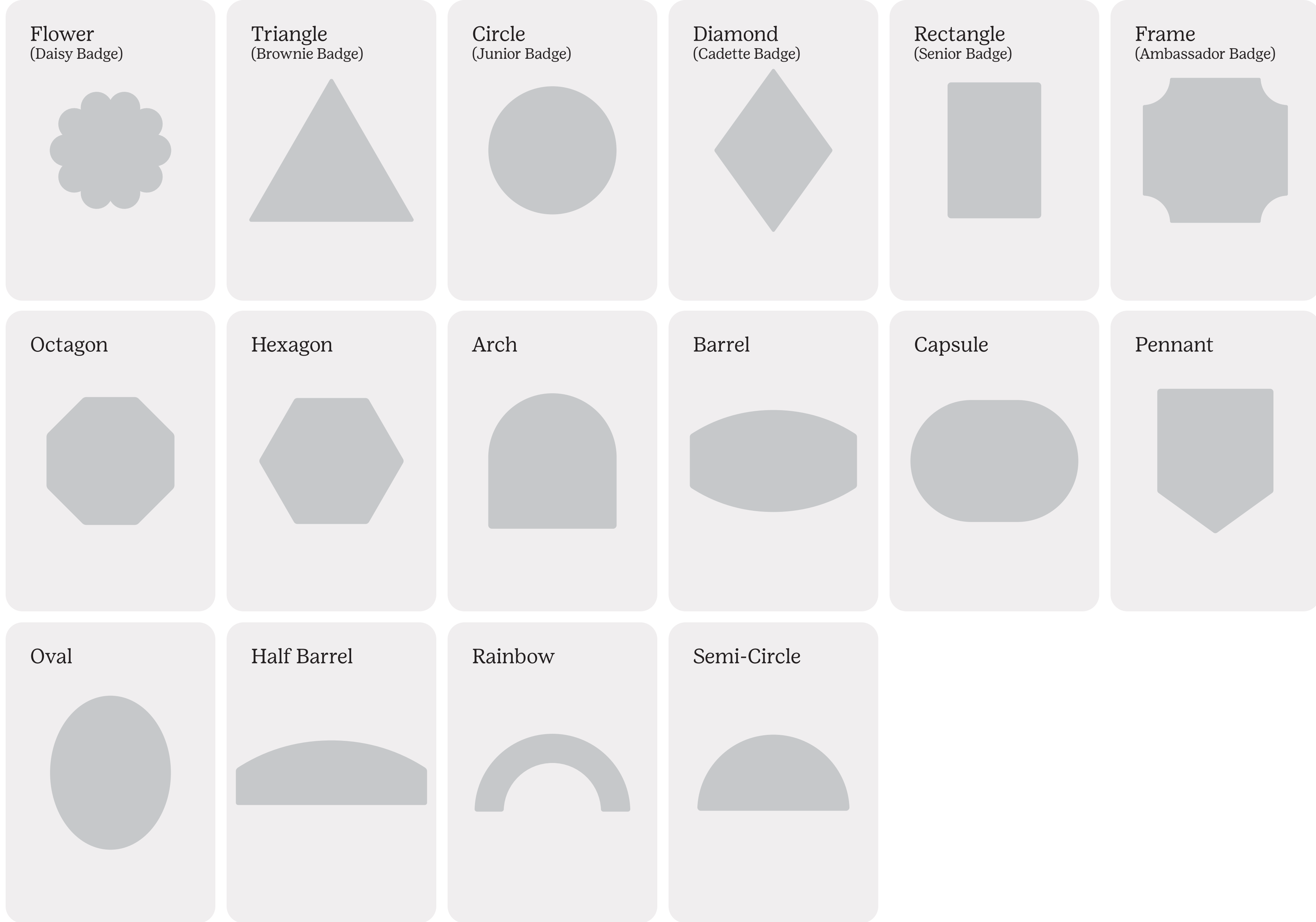
**AaBbCcDdEeFfGgHhIiJj  
 KkLlMmNnOoPpQqRrSs  
 TtUuVvWwXxYyZz  
 0123456789?@&\$¢%”\***

# Badge & Patch Shape Library

These shapes come from our brand identity toolkit. Examples of how these can be integrated into packaging and product designs are included in their respective sections.

When scaling these shapes, never distort the original integrity of the shape.

See the Girl Scout Brand Standards for more specific guidance on scaling.



Product

# Standard Guidelines for All Girl Scout Products

The following product categories should be avoided:

- Alcohol and related products, such as shot glasses
- Cosmetics, skin-related products, and toiletries (some may be offered through GSUSA)
- Drugs and vitamins
- Products containing political endorsements
- Products containing commercial endorsements
- Sexually explicit or suggestive items
- Tobacco
- Weaponry (camping knives may be offered through GSUSA catalogs or national licensees)

Design must meet all safety standards, including government safety guidelines (e.g., testing requirements). Note: Campfires must show containment. Bonfire images are not appropriate.

## To be considered for approval, design:

- Must be branded. Effective branding requires that products feature one of the following:
  - the words “Girl Scouts,” “Girl Scout,” or “Girl Scouting;”
  - the Movement servicemark (only applies to GSUSA products, not products produced by councils through regional and non-licensed vendors);
  - the Trefoil;
  - or other mark or symbol as per GSUSA approval.
- Must accurately represent the Girl Scout brand and align with the Girl Scout mission. Note: GSUSA approval is needed for the use of the Movement servicemark or any other mark or symbol, for all co-branding.
- Must align with GSUSA’s Food Beliefs and Guidelines (if applicable).
- Designs, themes, phrasing, and photos must be original and not infringe on the work of others. Do not include third party intellectual property, such as trademarks, designs, characters, photography, and other materials into or in association with your products, unless you have secured permission from the owner and can provide such permission to GSUSA.
- Must be culturally sensitive and inoffensive. Slang is to be avoided.
- Must represent diversity and inclusiveness when people or characters are portrayed.
- Must represent healthy living and environmental consciousness, where applicable.
- Must be clear, easy to read, and easy to comprehend.
- Must not feature full names, locations, or addresses.
- Must be proofread for typos and checked for proper font, formatting, etc.
- Must not feature endorsements, ads, or unapproved partnerships.
- Must apply non-English languages, where applicable, in grammatically correct fashion, with content checked (and approved) by GSUSA for consistent messaging.



# Additional Guidelines for Council Merchandise

(for use by councils and regional licensed vendors)

## **Council Notes:**

Just a reminder that only GSUSA can produce food, snacks, beverages, skin care, beauty, and official products.

Council products must include council identification if they are not purchased from GSUSA or national licensed vendors, (i.e. council lock up or acronym; may also include specific troop or service unit identification).

Non-licensed vendors may be used by councils when merchandise is for:

- non-resale
- not involving fee-based activities
- internal/staff needs
- recruitment and promotions
- program materials
- gifts, awards, or recognitions
- troop/group/service unit purchases made with group funds and given to every member at no cost.

## **In addition to the standard product guidelines on page 54, council merchandise must adhere to the following guidelines. Council products:**

- Must be purchased from official GSUSA regional licensees if used for resale or fee-based events, including camp (refer to page 19 of the Blue Book). The licensee will submit products for GSUSA's approval.
- May be purchased from non-licensed vendors when there are no resale or fee-based events involved. This merchandise is to be strictly used for gifts, awards, staff, equipment, and recruitment (refer to page 19 of the Blue Book). If using non-licensed vendors, councils are responsible for:
  - adherence to product and packaging standards
  - verification of quality workmanship
  - vendor adherence to governmental safety standards (including testing requirements).
- Must be appropriate and safe for a given event, the event setting, and participants' age group. Reference Safety Activity Checkpoints document.
- Must have council approval (applies to troop, group, and service unit products) and follow the standards described above.
- Contest art and/or personal art created by Girl Scout members, vendors, or contributors for use as signage, products, etc., must adhere to the standards in this document.
- Artwork and design sourced from or created by a vendor or other entity outside the council may not be used by another vendor unless the owner has granted permission.
- GSUSA reserves the right to disapprove council products that give the appearance of being official, including:
  - Official insignia or designs confusingly similar to official Girl Scout insignia\* (except for Council's Own Badges). However, official merchandise, including Council's Own Badges, is produced by GSUSA.
  - Official uniforms or uniform components. (All official merchandise is produced by GSUSA.)
  - Products using official Girl Scout fabric.
  - Products in the official Girl Scout catalog, or any other promotional materials or products produced or supported by GSUSA.
  - Products that do not lend themselves to the appropriate use of the Movement servicemark or brand.
  - Products (e.g., pins) that use the Movement servicemark and may be viewed as official insignia.

# Additional Guidelines for Troop, Group, Service Unit, and Member Merchandise

(including money-earning activities)

## **Council Note:**

Under limited circumstances and with council approval, troops, groups, service units, and individuals may create merchandise.

**In addition to the standard product guidelines on page 54, troop, group, service unit, and member merchandise must adhere to the following guidelines.**

- Council review/approval of merchandise is required.
- The use of the council lockup is at the discretion of the council. No other marks or any lockups may be considered without prior GSUSA approval. Councils may not grant rights to the Girl Scout name, Movement servicemark, symbols, images, program materials, etc.
- Councils may grant one-time approvals to bakeries for special celebratory items.
- Artwork and design sourced from or created by a vendor or other entity outside the council may not be used by another vendor unless the owner has granted permission.
- Merchandise is purchased from regional licensed vendors through their council if used for resale or fee-based events (including camp). Licensee submits to GSUSA for approval.
- Merchandise may be purchased from non-licensed vendors when there are no resale or fee-based events involved. This merchandise is to be strictly used for gifts, displays, and awards. The council facilitates an order by granting a one-time approval to a non-licensed vendor. When using a non-licensed vendor, councils are responsible for:
  - adherence to product and packaging standards;
  - verification of quality and workmanship; and
  - vendor adherence to governmental safety standards (including testing requirements).
- Merchandise for troop/group money-earning activities (including design and theme):
  - Must be council approved.
  - May not involve the reselling of ready-made products from any organization or company.
  - Must involve hands-on creation of the product/merchandise.
  - Must be in compliance with state and local laws regulating sales by minors, food handling, etc.
  - Must be sold within the council's jurisdiction and in accordance with a limited time frame.
  - May not involve fund-raising for any organizations or companies.
  - May not involve solicitations, sales, advertising, or promotions for any organizations or companies.
  - May not involve endorsements for any organizations, companies, or other entities.



## Council's Own Badge

Once you have completed your badge requirements, email your Word document, along with the art template and badge order form, to [program@girlscouts.org](mailto:program@girlscouts.org).

Council's Own Badge Guidelines and Art Template are available on gsConnect.

The Council's Own Badge is a national award that provides a unique, local opportunity that girls cannot experience anywhere else. And, when Council's Own Badges are based in the Girl Scout Leadership Experience and developed to the same set of consistent nationwide guidelines, girls' efforts can be recognized by a nationally consistent award.

Through a new set of guidelines, Council's Own Badges will now offer girls additional opportunities for learning and developing skills. Please read the guidelines carefully and follow all the instructions for writing and submitting your Council's Own Badges, artwork, and order form.

# Girl Scouts' Food Product Beliefs & Guidelines

**1.**  
We believe our foods make a day better by fostering shared moments of discovery and delight.

**2.**  
We are passionate about offering products that enable girls to make a positive impact on their communities.

**3.**  
We require our partners to responsibly and sustainably source their food ingredients.

**4.**  
From our iconic and deliciously indulgent cookies to new foods, we follow consumer insights that allow us to offer a variety of high-quality products that makes our foods the desired choice.

**Make a Day Better**

Fosters familial connections and/or friendships.

Offers learning opportunities for consumer and/or girls and their families.

Elicits memories of a Girl Scout experience or moment.

It inspires a feeling of satisfaction and happiness and promotes a sense of well-being.

**Positive Girl Impact**

Offers girls the opportunity to take action and to make the world a better place and/or showcases girl impact through product and partner platforms.

Elevates the Girl Scout Leadership Experience and its pillars (STEM, outdoors, life skills, and entrepreneurship) to promote Girl Scouts as the authority on girls.

Promotes Girl Scouts membership and participation in the Girl Scouts Movement.

Leverages philanthropic support and/or business sponsorship by our partners.

**Sustainability Efforts**

Meets the Girl Scout's Vendor Certification of Compliance requirements:

- government & legal
- safety & health
- environmental impact
- child & forced labor
- equal opportunity
- prudent resource management (e.g., sustainable packaging, etc.)

Partner has published a sustainability policy that aligns with Girl Scout's Vendor Certification of Compliance and Girl Scout values.

**Consumer Insights**

Product development should be grounded in consumer research that reflects consumer trends regarding ingredients, nutrition, taste, market opportunity, and price.

- Core Cookies should reflect current consumer preferences.
- Secondary Cookie flavors and non-cookie food products should reflect emerging consumer trends.

Product innovation includes new products, channels, and/or packaging.

All licensed product development is grounded in research that confirms that these products enhance the Girl Scout brand and Girl Scout Cookies brands.



# Forms

The forms selected for apparel and products should maintain the following principles:

- Reflect contemporary fashion trends.
- Invest in quality materials.
- Be designed for comfort and utility.
- Allow girls and women to express their individuality, affiliation, and support of Girl Scouts.

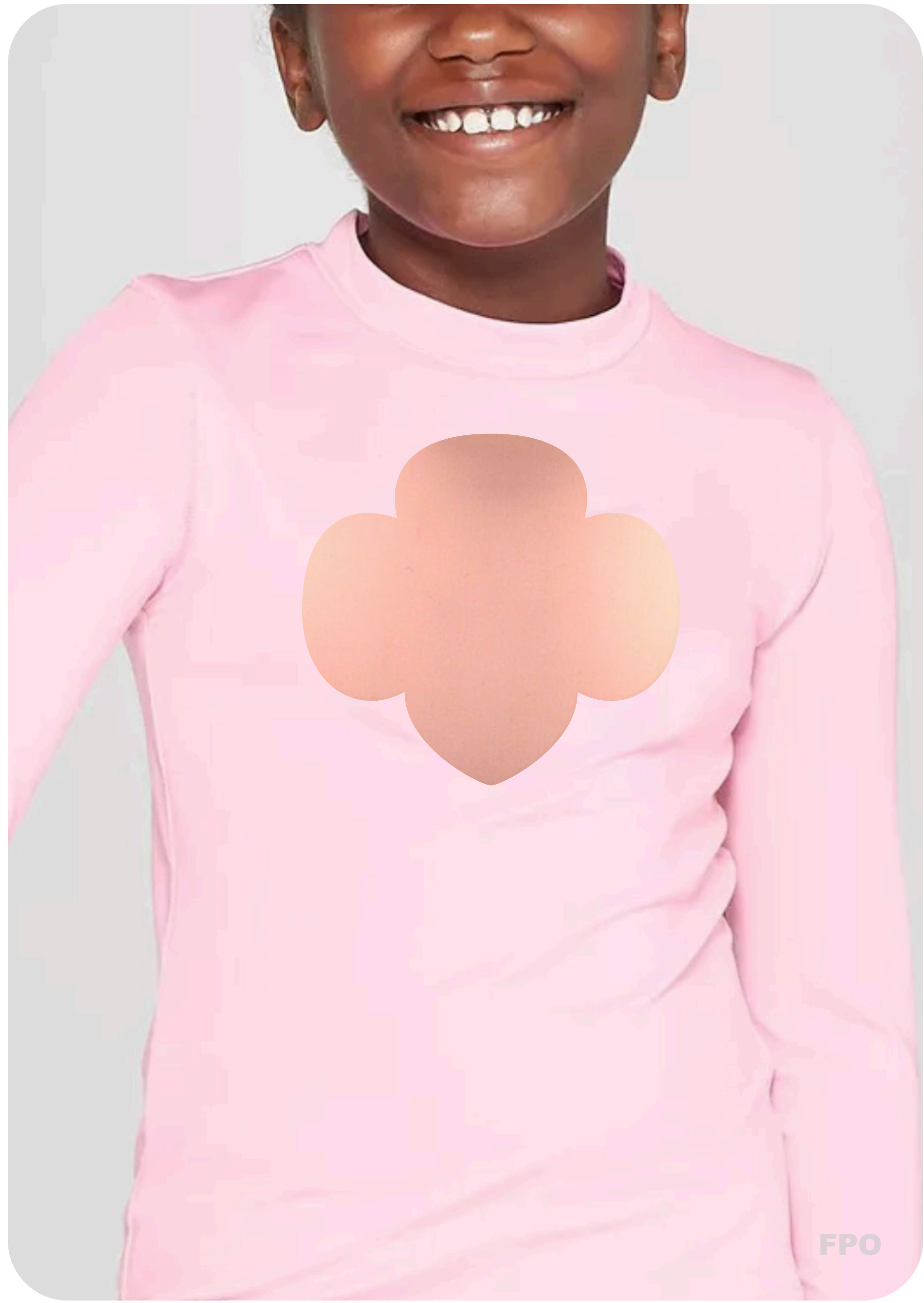




# Trefoil

The Trefoil is our key identifier and should be leveraged within the product as often as possible. It can be used at a large scale as a hero graphic or at a smaller scale for identification.

For council products, the vertical council acronym should be used instead of the Trefoil (see example on next page).



FPO



FPO



# Council Product Branding— Acronym

For council products, the vertical council acronym should be used as the key identifier instead of the Trefoil.

The council acronym should be used in the primary two-color lockup, or printed in single color in either all black or all white.

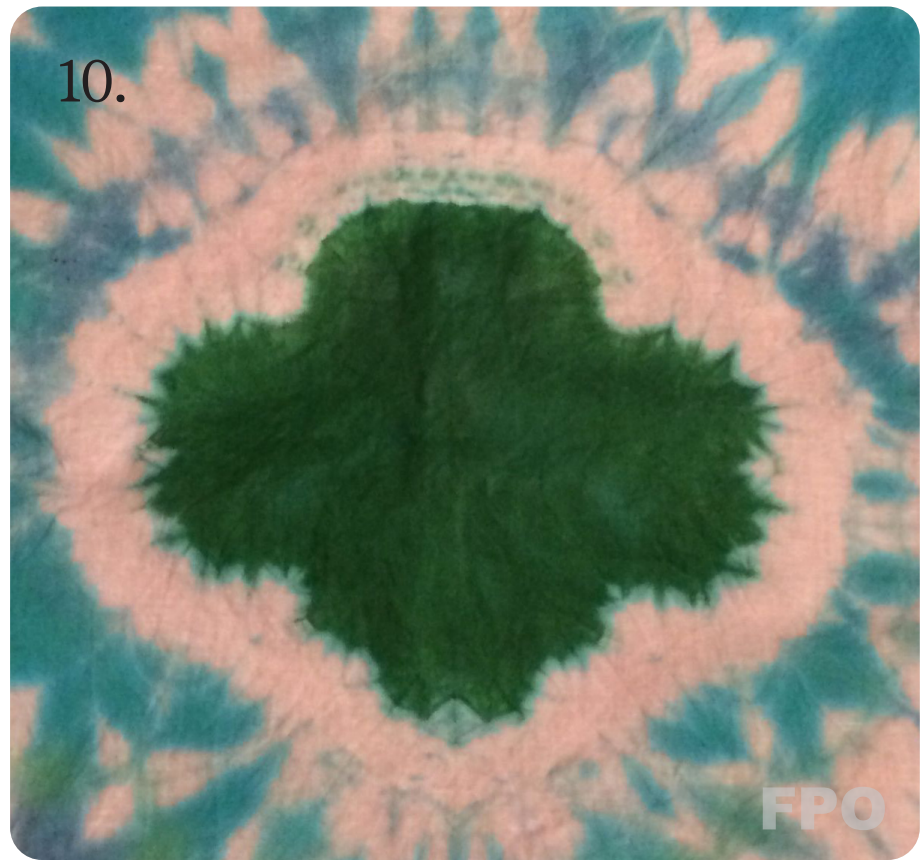
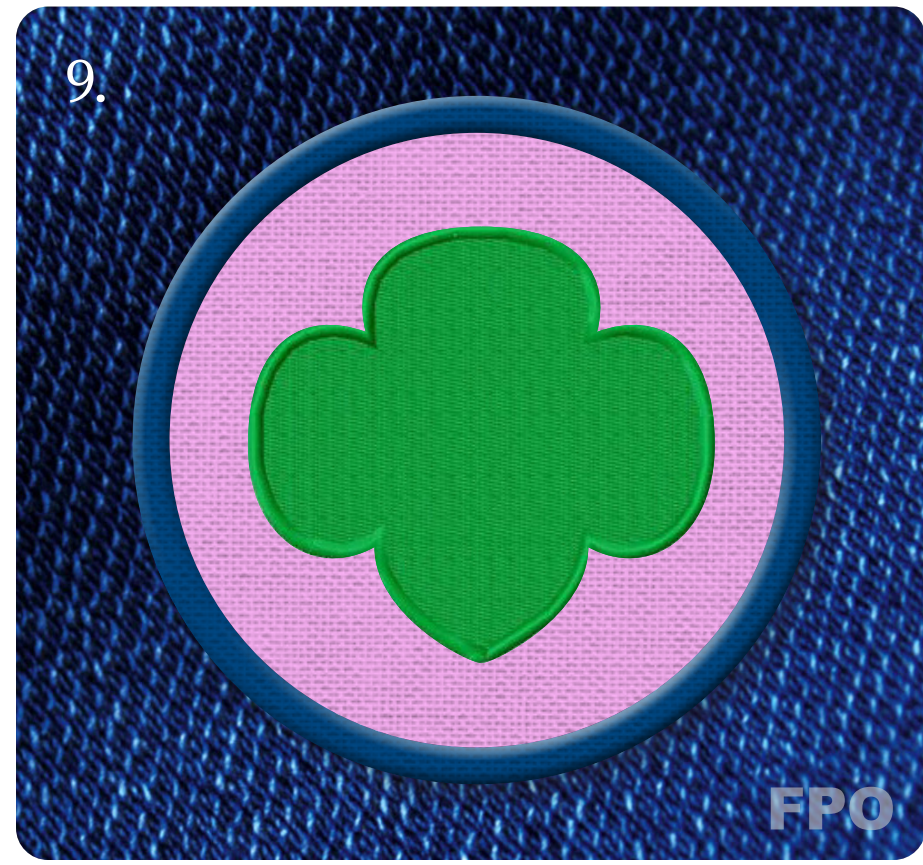
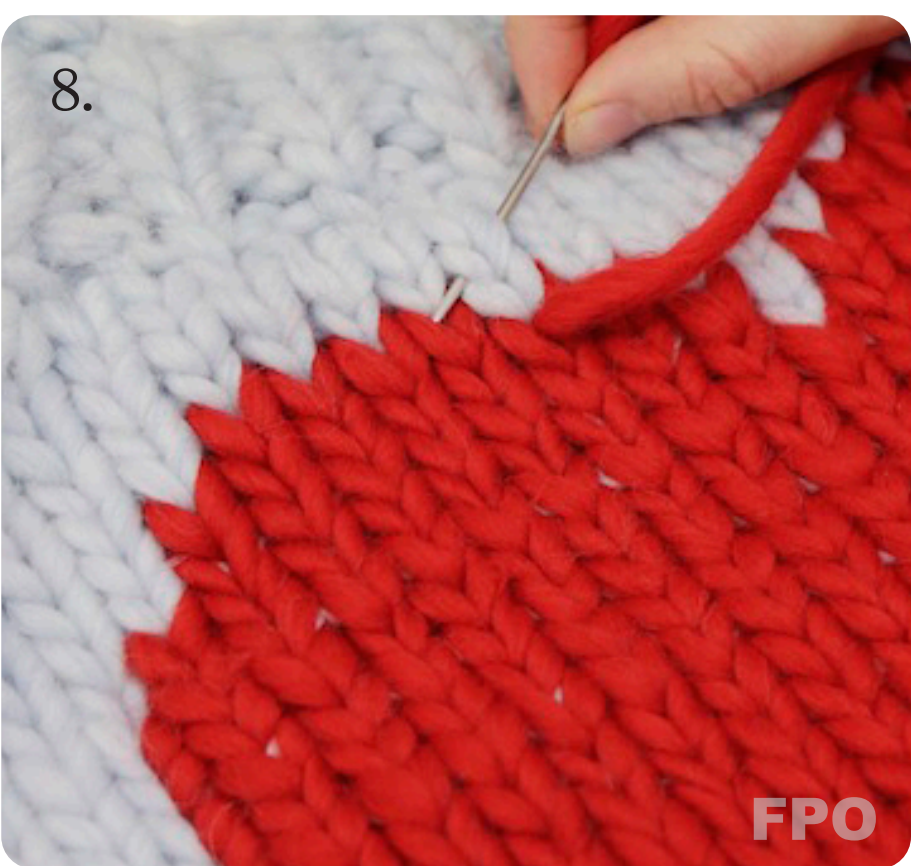
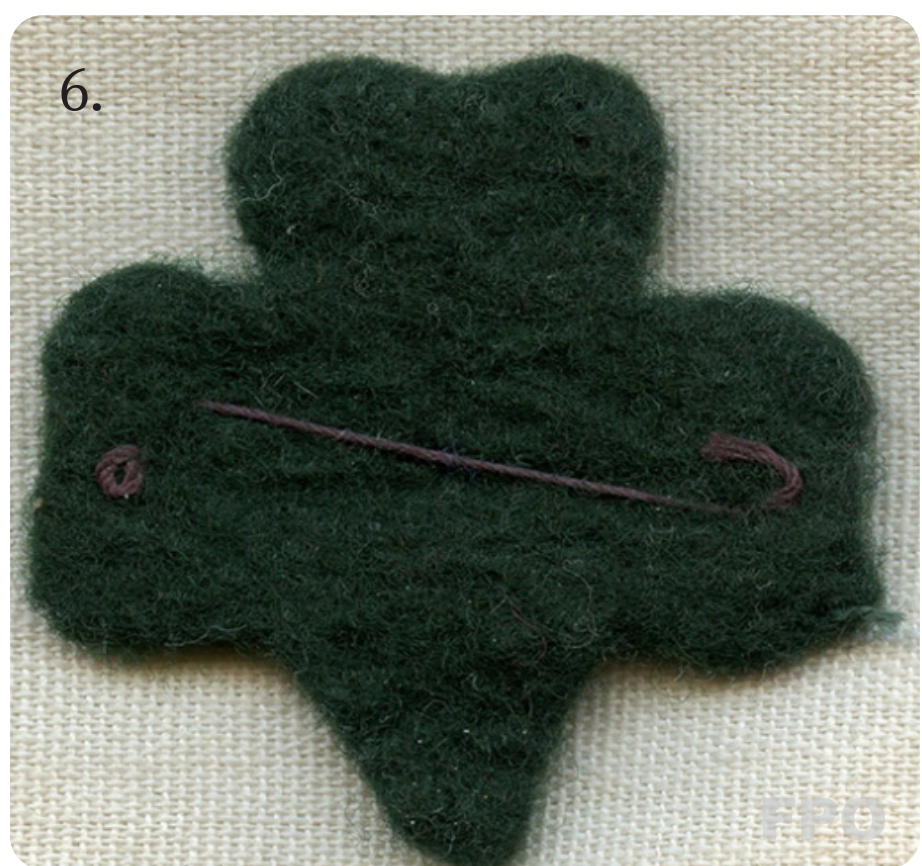
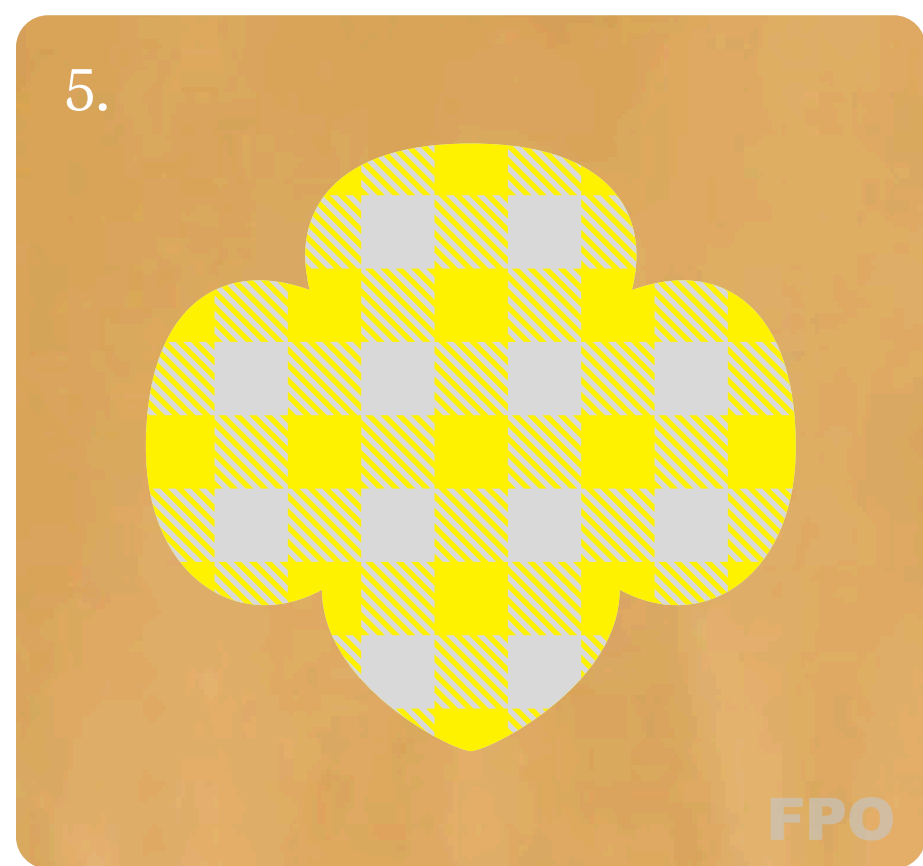
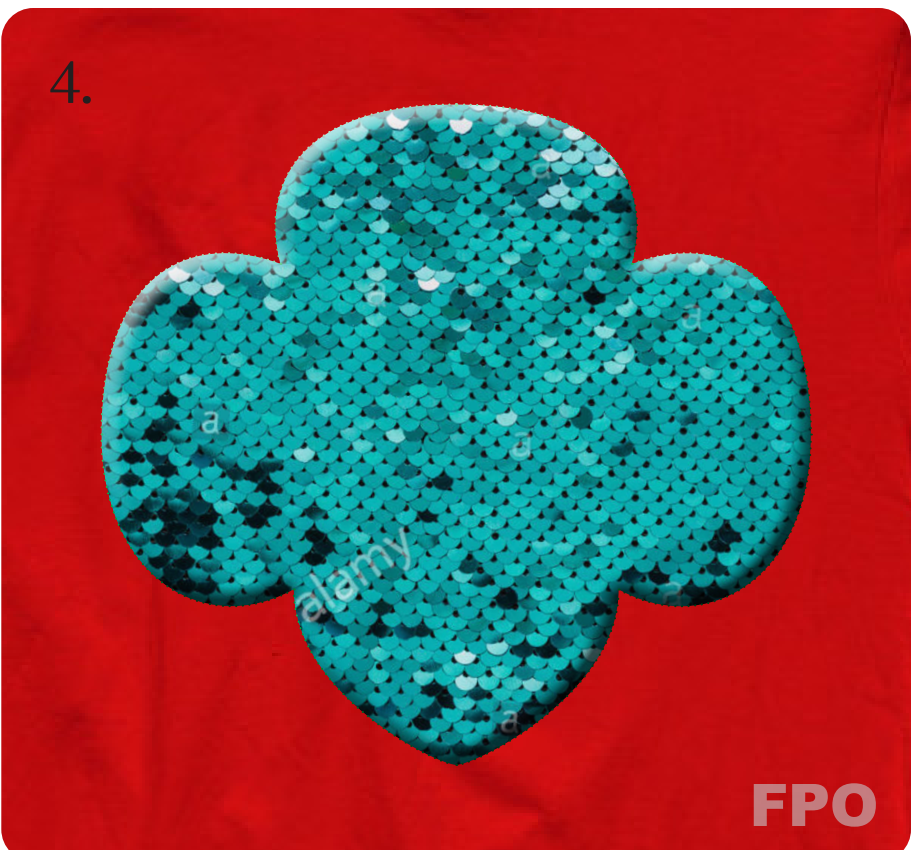
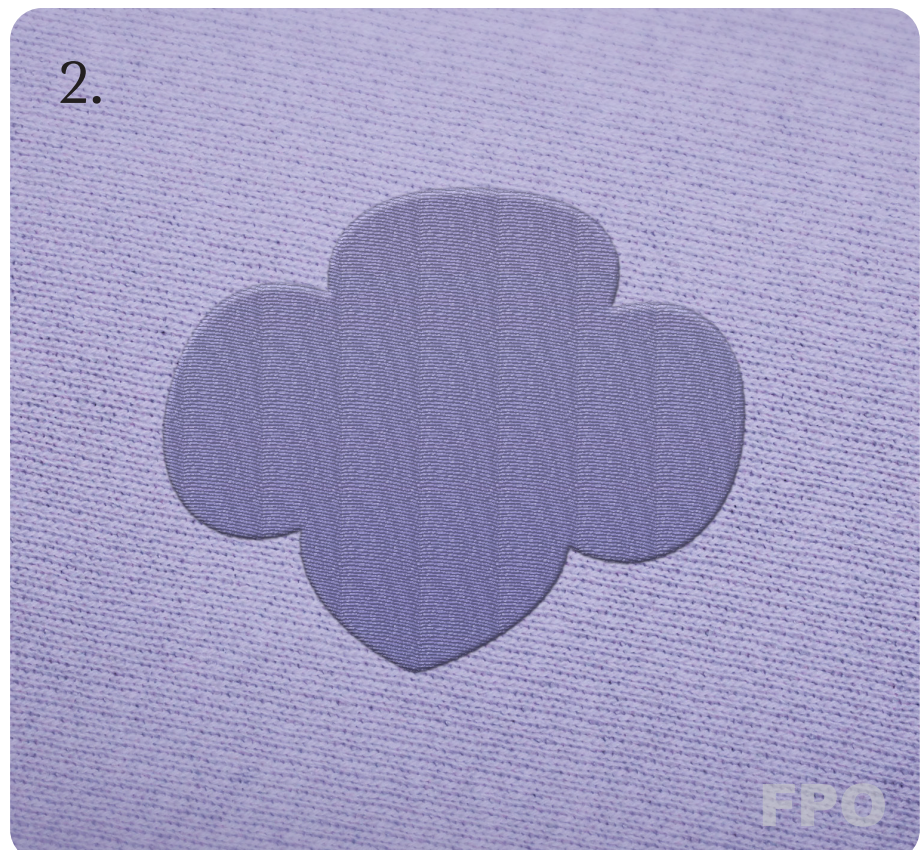




# Trefoil Treatments

The Trefoil can be embedded into products through a wide range of materials and techniques.

1. Needle Punch
2. Embroidered Filled
3. Debossed
4. Sequin
5. Fabric Applique
6. Patch
7. Hand Drawn
8. Woven
9. Patch
10. Tie-Dye
11. Enamel
12. Foil

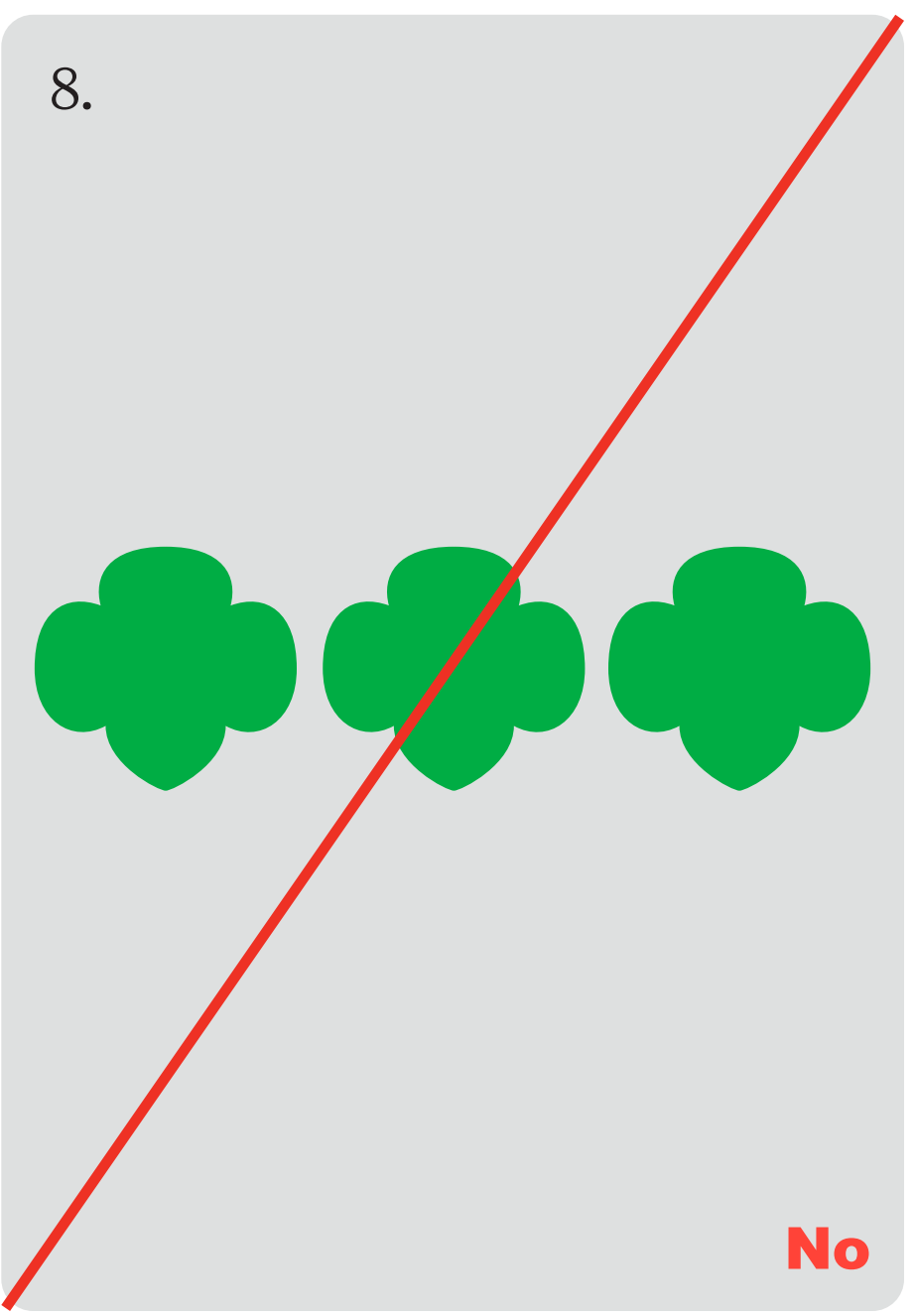
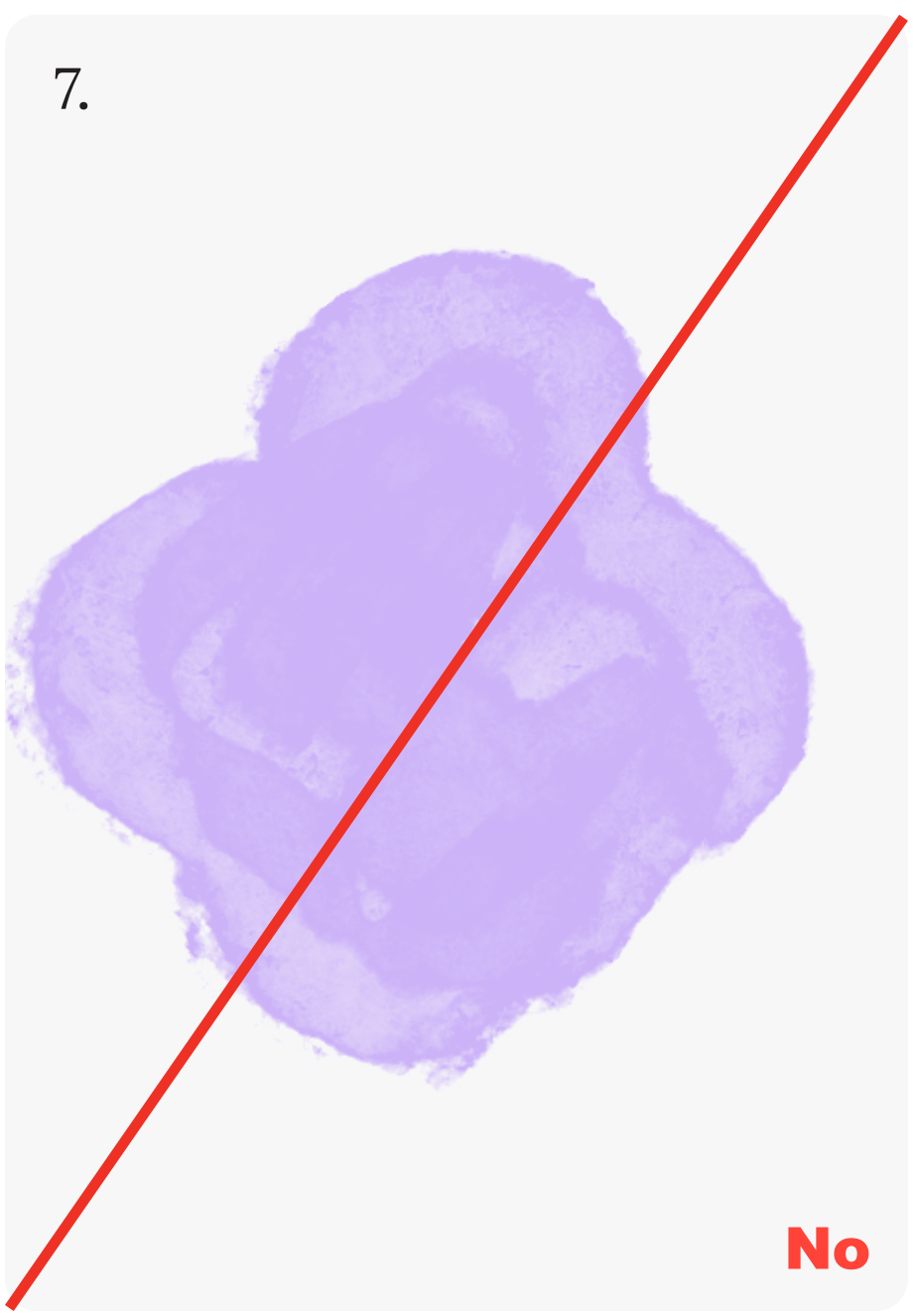
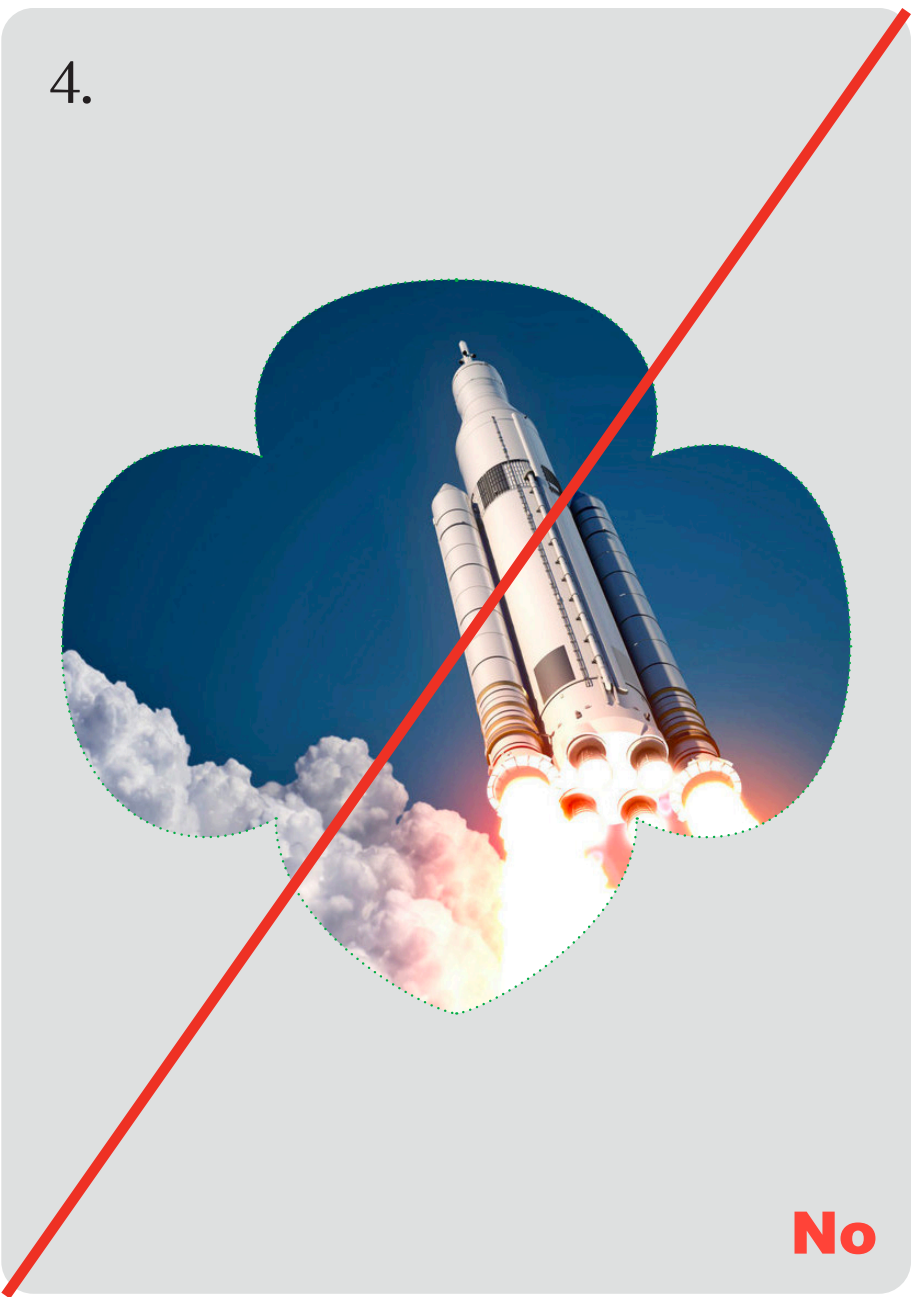
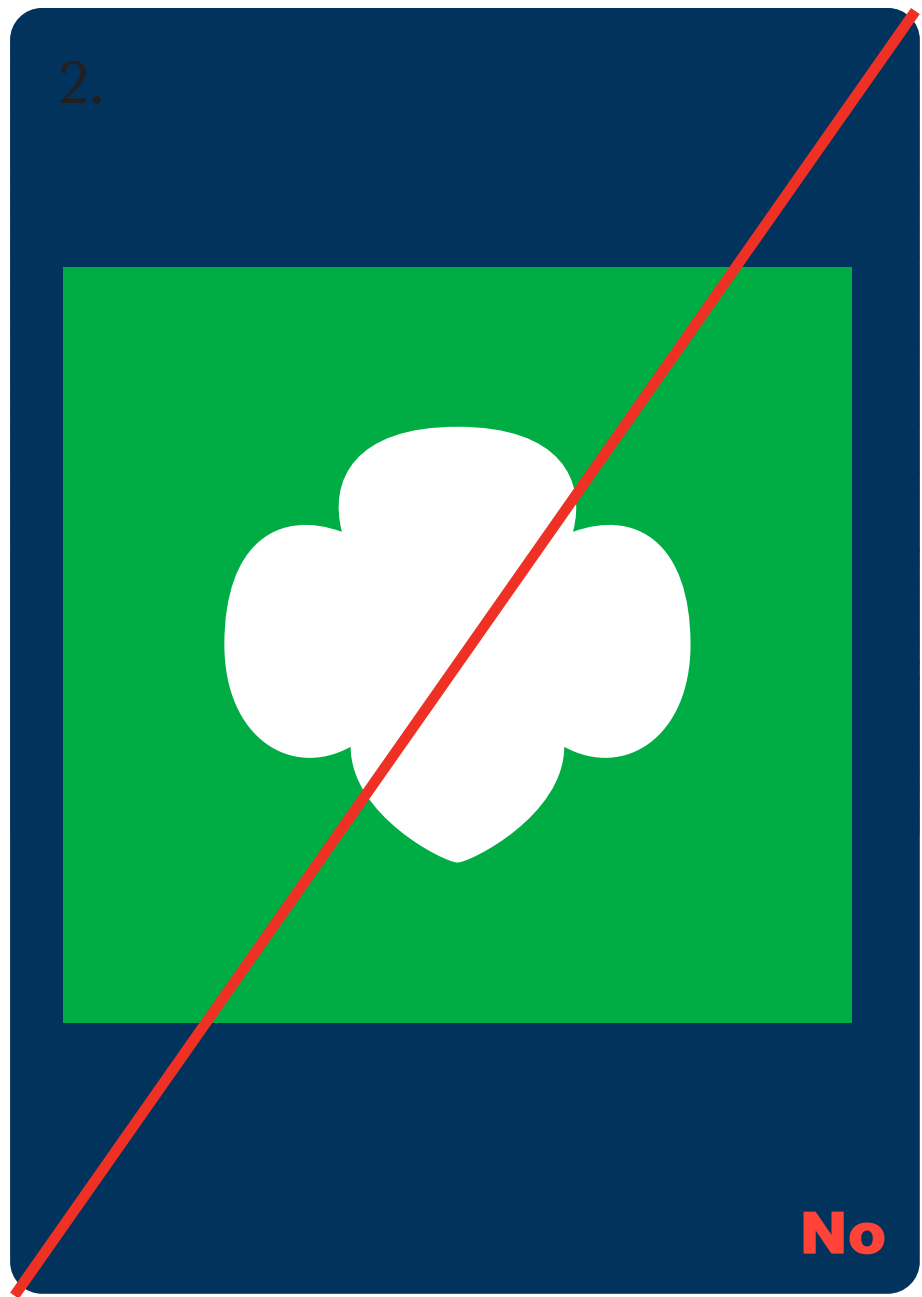
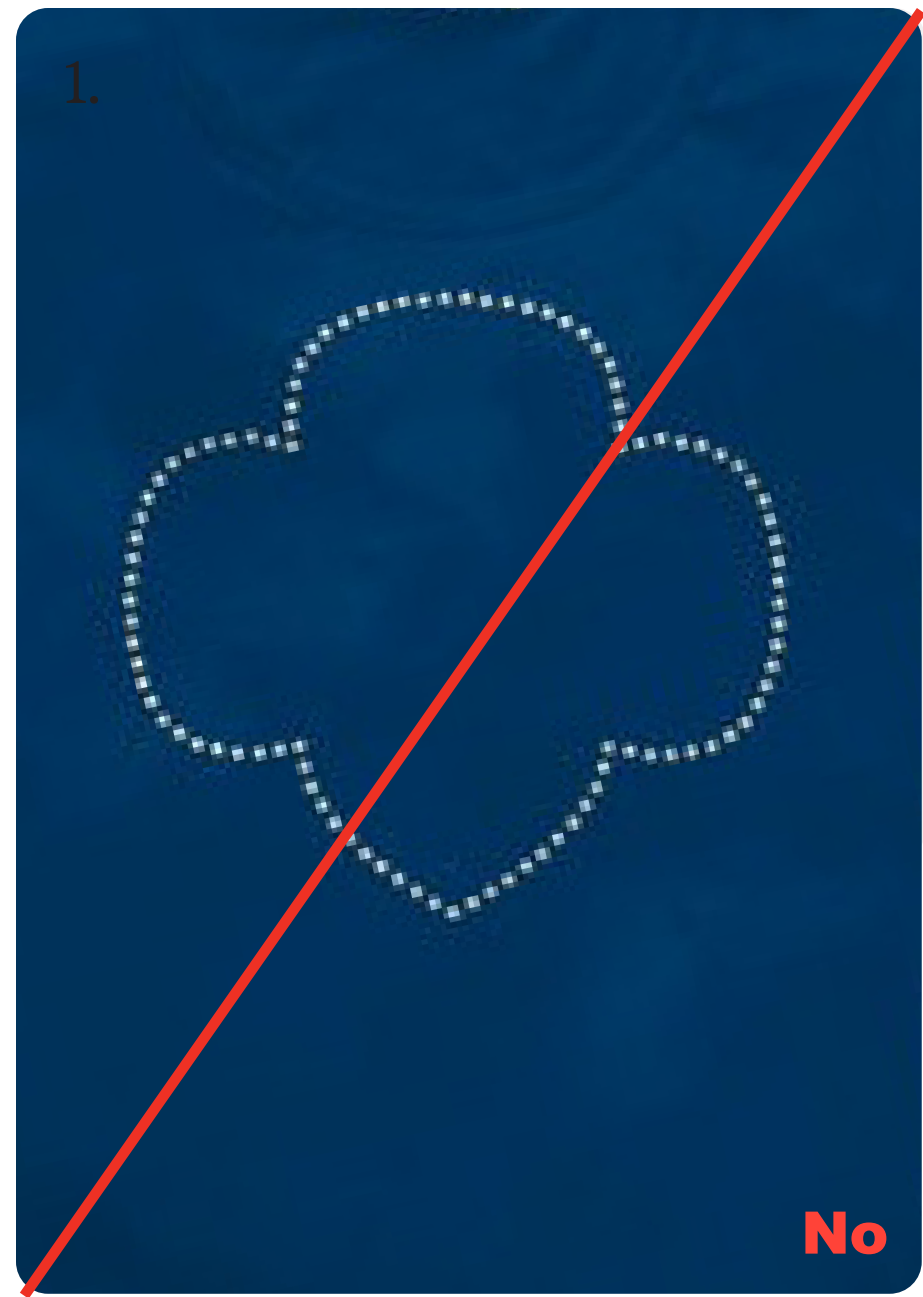




# Trefoil Treatment Don'ts

The following examples are things to never do within the Trefoil in product.

1. Never outline the Trefoil.
2. Never place inside a container.
3. Never fill the Trefoil with graphics.
4. Never fill the Trefoil with photography.
5. Never decorate the Trefoil.
6. Never fill with typography.
7. Never use a hand-drawn Trefoil that loses its three curves and bottom point.
8. Never use multiple Trefoils.



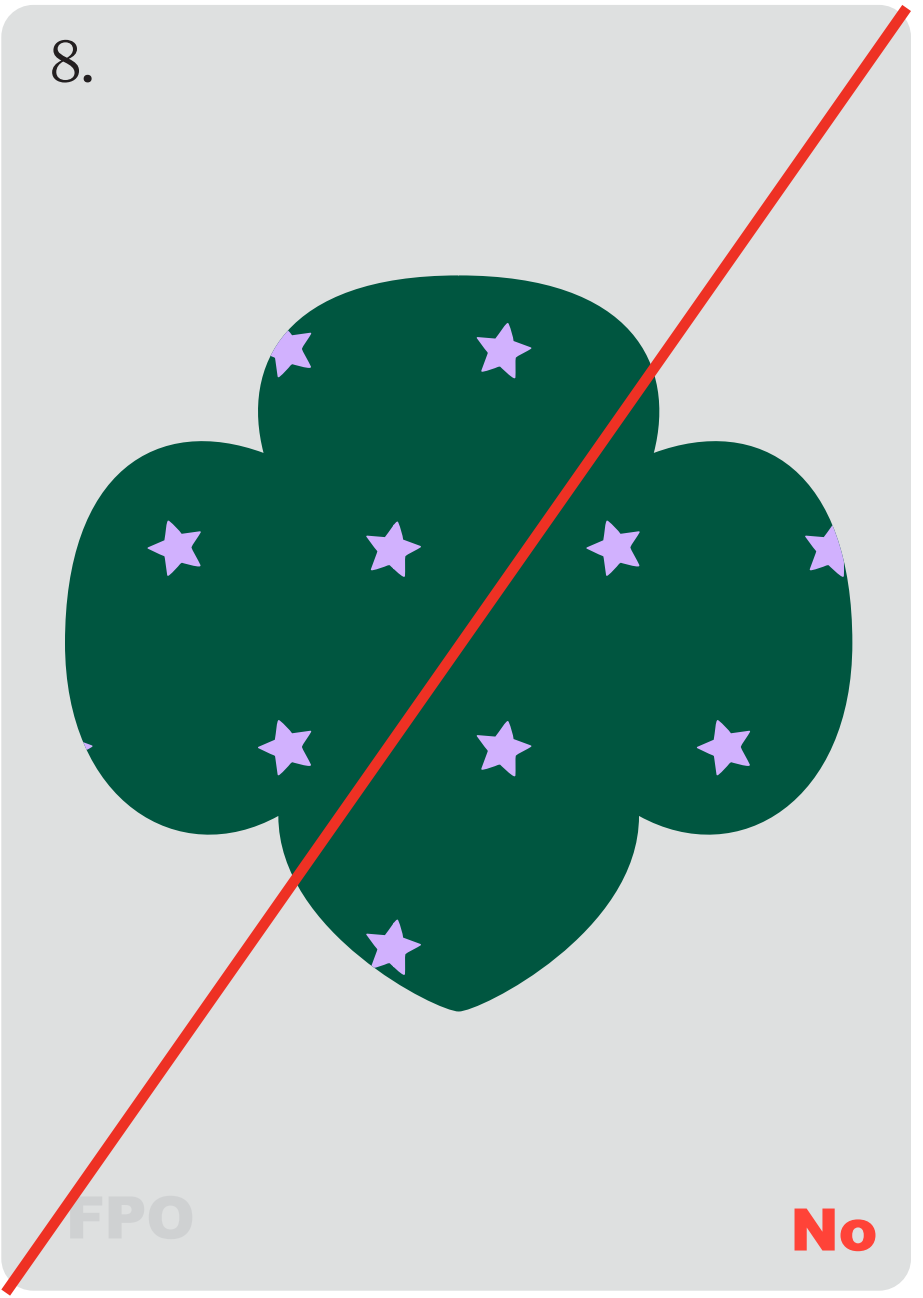
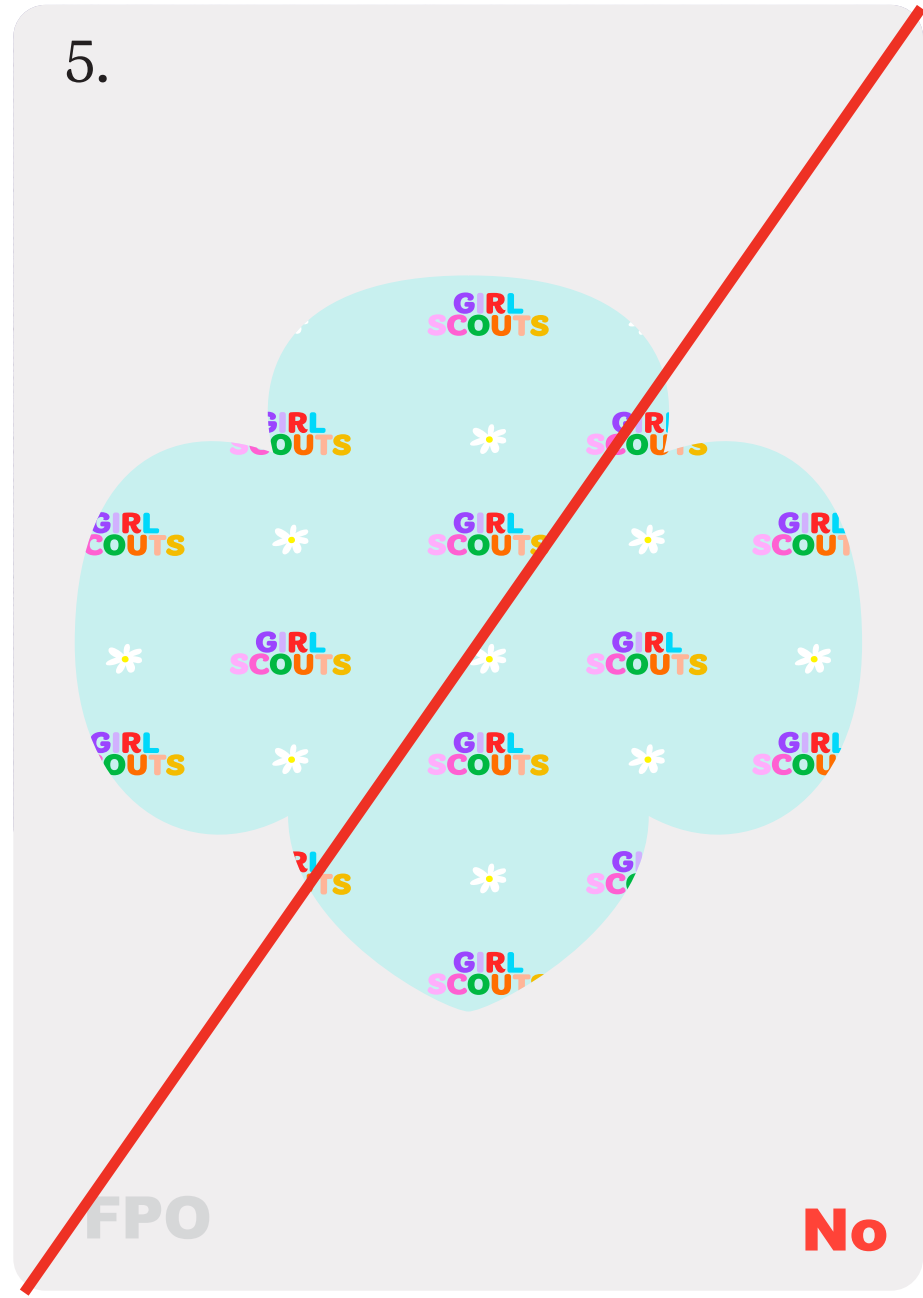
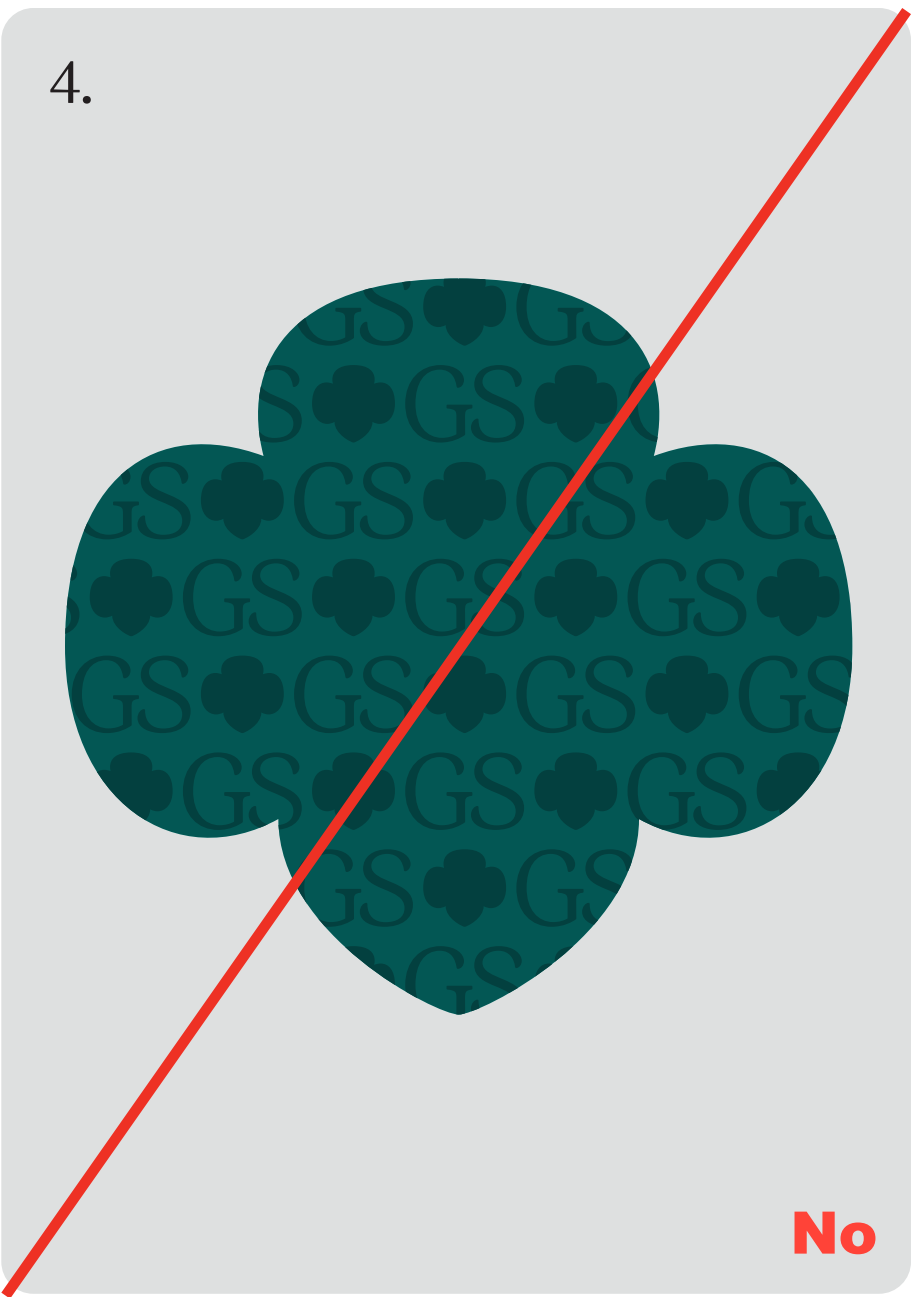
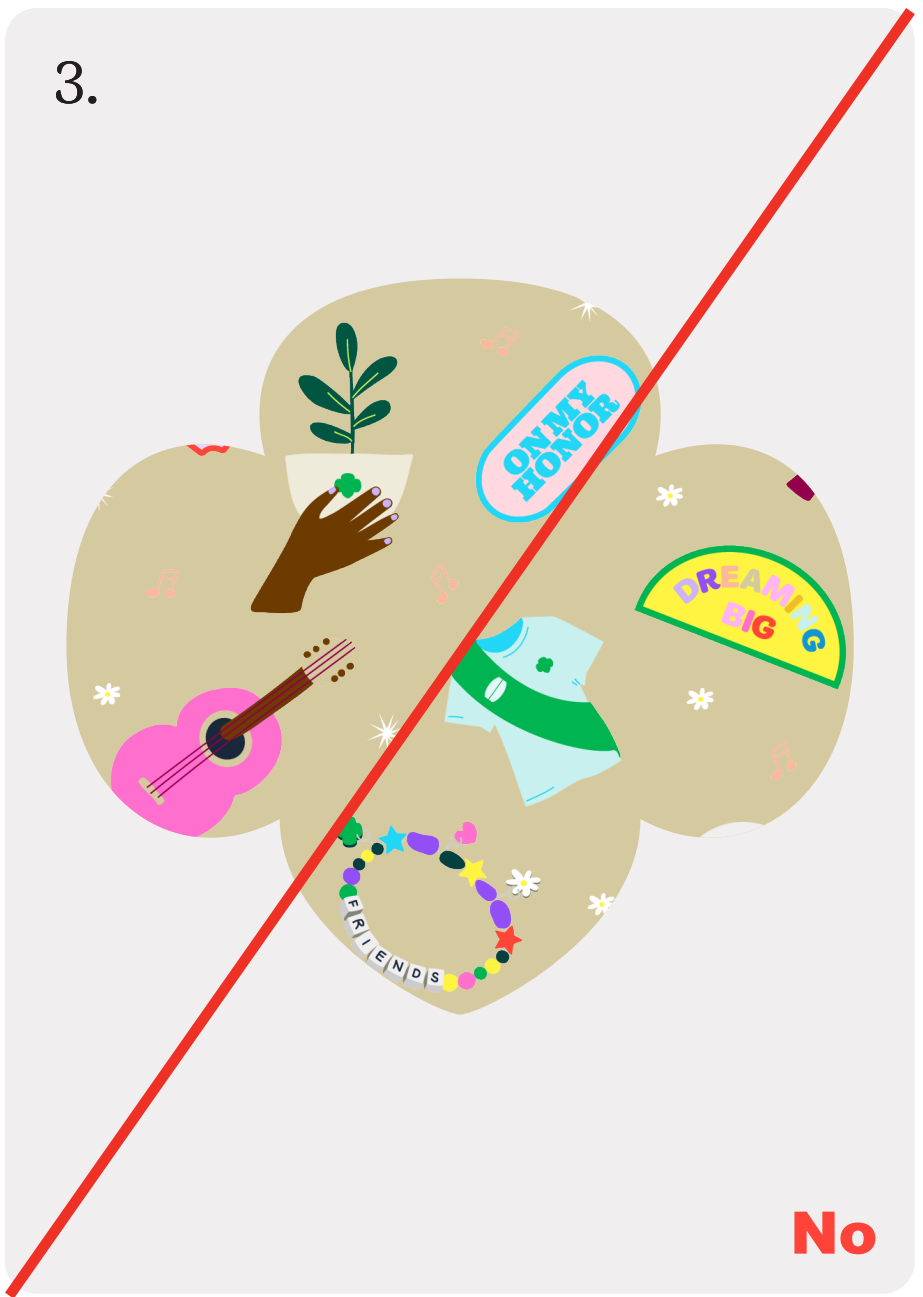
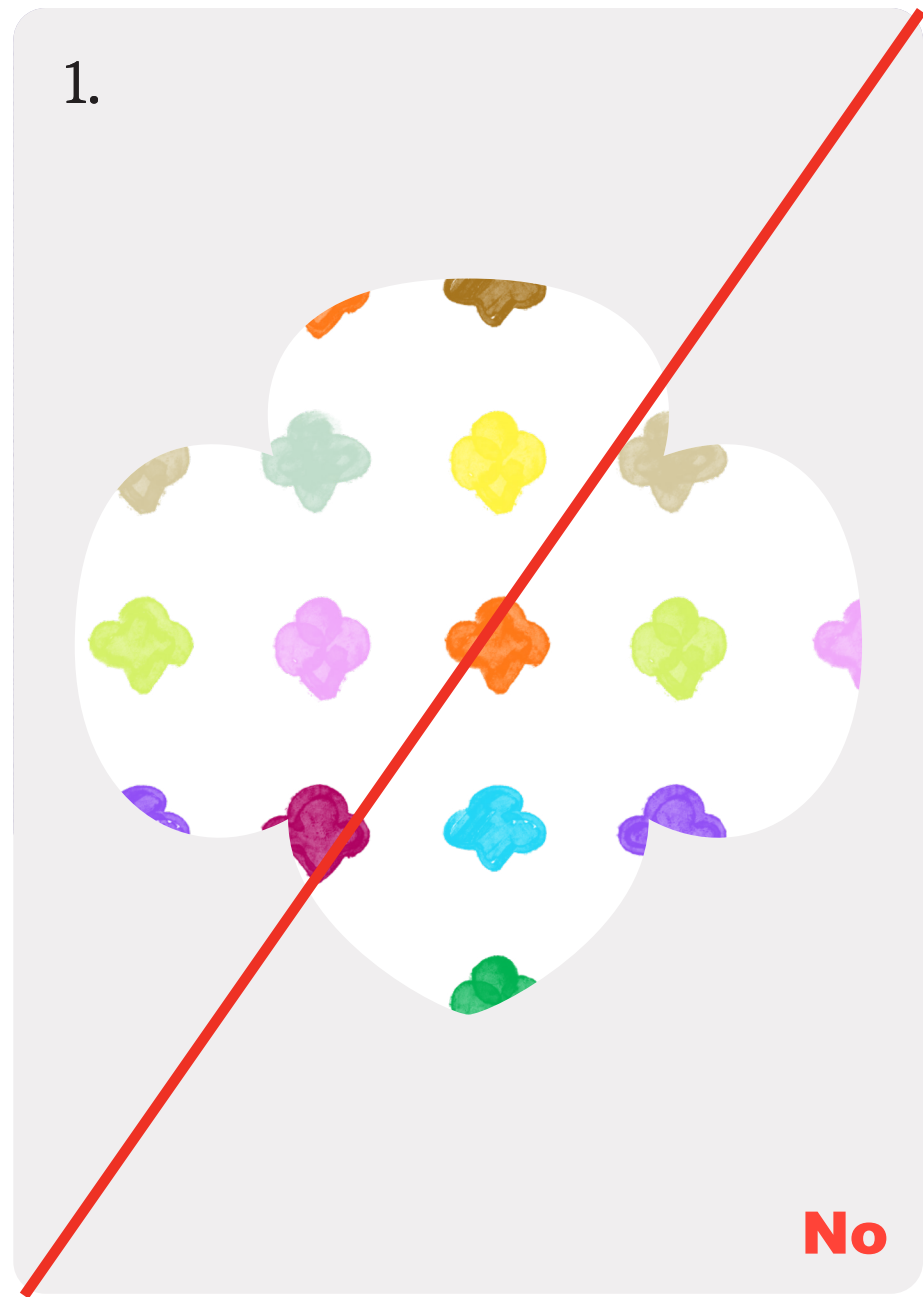


# Fabric Applique Don'ts

Pattern can be applied to the Trefoil through fabric applique only. In these cases, we must be extremely careful and selective about what patterns we put within the Trefoil. The Trefoil should never contain representative, decorative, or high contrast patterns. Approved patterns for fabric applique include non-representative patterns such as the low contrast agnostic patterns as shown on pages 118–124.

The following examples are things to never do:

1. Never fill with a Trefoil pattern.
2. Never fill with cookie patterns.
3. Never fill with representative patterns.
4. Never fill with a legacy pattern.
5. Never fill with typographic patterns.
6. Never fill with other brand's patterns.
7. Never fill with a pattern at a scale that loses the integrity of the shape.
8. Never fill with shape patterns.





# Movement Servicemark

The Movement servicemark should only be used to identify the brand name and never as a hero graphic. It can be placed on the trim, tags or a low visibility surface on product.

The Movement servicemark should be used in the primary two-color lockup, or printed in single color in either all black or all white.

The Movement servicemark is always horizontally centered to the words “Girl Scouts” and vertically centered to the entire lockup.

For council products, the council servicemark can be used as a hero graphic (more details on next page).





# Council Product Branding— Servicemark

For council products, the council servicemark can be used as a hero graphic. The council servicemark should be used in the primary two-color lockup, or printed in single color in either all black or all white.





# Core Product Color Palette

The product color palette differs slightly from the brand identity and packaging palette as it is expanded and tailored to fashion and merchandise.

Note: the Girl Scout uniform colors are not reflected in this color palette (see page 69).

This color palette provides a comprehensive library for selecting colors, but other colors can be used as necessary according to season and trend.

<p>Taffy</p> <p>PMS 9324</p> <p>13-3207 TPX</p> <p>CMYK 2/18/0/0</p>	<p>Blush</p> <p>PMS 7422</p> <p>12-1706 TPX</p> <p>CMYK 0/19/4/0</p>	<p>Coral</p> <p>PMS 489</p> <p>13-1017 TPX</p> <p>CMYK 0/17/17/0</p>	<p>Lemon</p> <p>PMS Yellow 0131</p> <p>11-0623 TPX</p> <p>CMYK 2/0/41/0</p>	<p>Lime</p> <p>PMS 2295</p> <p>12-0741 TPX</p> <p>CMYK 10/0/37/0</p>	<p>Mist</p> <p>PMS 621</p> <p>12-6205 TPX</p> <p>CMYK 12/1/12/0</p>	<p>Ice</p> <p>PMS 9460</p> <p>12-4604 TPX</p> <p>CMYK 10/0/4/0</p>	<p>Lavender</p> <p>PMS 2635</p> <p>13-3805 TPX</p> <p>CMYK 10/15/0/0</p>	<p>Pearl</p> <p>PMS Cool Gray 1</p> <p>13-4108 TPX</p> <p>CMYK 4/4/3/0</p>
<p>Peony</p> <p>PMS 2562</p> <p>14-3209 TPX</p> <p>CMYK 5/33/0/0</p>	<p>Rose</p> <p>PMS 183</p> <p>15-1922 TPX</p> <p>CMYK 0/38/8/0</p>	<p>Salmon</p> <p>PMS 2022</p> <p>14-1323 TPX</p> <p>CMYK 0/30/30/0</p>	<p>Sunshine</p> <p>PMS 101</p> <p>12-0752 TPX</p> <p>CMYK 0/5/80/0</p>	<p>Star Green</p> <p>PMS 2296</p> <p>13-0645 TPX</p> <p>CMYK 22/0/75/0</p>	<p>Sea Foam</p> <p>PMS 5523</p> <p>14-5707 TPX</p> <p>CMYK 24/2/24/0</p>	<p>Aqua</p> <p>PMS 635</p> <p>12-4608 TPX</p> <p>CMYK 19/0/7/0</p>	<p>Lilac</p> <p>PMS Violet 0631</p> <p>16-3521 TPX</p> <p>CMYK 21/29/0/0</p>	<p>Sand</p> <p>PMS 9224</p> <p>11-4801 TPX</p> <p>CMYK 6/6/16/0</p>
<p>Flamingo</p> <p>PMS 231</p> <p>16-2124 TPX</p> <p>CMYK 0/69/0/0</p>	<p>Poppy</p> <p>PMS Bright Red</p> <p>17-1563 TPX</p> <p>CMYK 0/90/100/0</p>	<p>Flame</p> <p>PMS 1585</p> <p>17-1350 TPX</p> <p>CMYK 0/65/10/0</p>	<p>Sunflower</p> <p>PMS 2006</p> <p>14-0848 TPX</p> <p>CMYK 7/24/96/0</p>	<p>Girl Scouts Green</p> <p>PMS 354</p> <p>15-5534 TPX</p> <p>CMYK 95/0/100/0</p>	<p>Jade</p> <p>PMS 2402</p> <p>16-5533 TPX</p> <p>CMYK 100/0/58/0</p>	<p>Cyan</p> <p>PMS 637</p> <p>14-4522 TPX</p> <p>CMYK 60/0/6/0</p>	<p>Grape</p> <p>PMS 2101</p> <p>17-3834 TPX</p> <p>CMYK 64/66/0/0</p>	<p>Khaki</p> <p>PMS 4545</p> <p>14-0925 TPX</p> <p>CMYK 20/15/40/0</p>
<p>Ruby</p> <p>PMS 228</p> <p>18-2527 TPX</p> <p>CMYK 34/100/48/20</p>	<p>Maroon</p> <p>PMS 7427</p> <p>19-1557 TPX</p> <p>CMYK 33/97/72/42</p>	<p>Walnut</p> <p>PMS 7601</p> <p>19-1333 TPX</p> <p>CMYK 38/72/100/43</p>	<p>Butterscotch</p> <p>PMS 7512</p> <p>18-0935 TPX</p> <p>CMYK 30/52/100/12</p>	<p>Spruce</p> <p>PMS 350</p> <p>19-6311 TPX</p> <p>CMYK 90/40/90/40</p>	<p>Hunter</p> <p>PMS 3302</p> <p>19-5230 TPX</p> <p>CMYK 95/50/65/50</p>	<p>Midnight</p> <p>PMS 295</p> <p>19-4038 TPX</p> <p>CMYK 90/75/50/54</p>	<p>Indigo</p> <p>PMS 5265</p> <p>19-3839 TPX</p> <p>CMYK 81/78/47/47</p>	<p>Gray</p> <p>PMS 2332</p> <p>18-1108 TPX</p> <p>CMYK 50/40/50/8</p>

# Color Pairings

## Tone on Tone

Each column of colors is designed to work well in pairs or as a set.

Tone on tone can be low or high contrast depending on the desired effect. Low contrast pairings blend into the background and are useful for things like patterns, while high contrast pairings pop out to call attention and can feel more youthful.

In general, dark color backgrounds skew older, and vibrant colored backgrounds skew younger.

This page demonstrates color pairings with the Trefoil, but this philosophy applies to color pairings within all product applications.

**Trefoil color index (Left to right):**  
**Row 1:** Peony, Rose, Salmon, Sunshine, Star Green, Sea Foam, Aqua, Lilac, Gray  
**Row 2:** Flamingo, Poppy, Tangerine, Sunflower, Girl Scouts Green, Jade, Cyan, Grape, Sand  
**Row 3:** Peony, Rose, Salmon, Sunshine, Star Green, Sea Foam, Aqua, Lilac, Sand  
**Row 4:** Peony, Poppy, Tangerine, Sunflower, Girl Scouts Green, Jade, Cyan, Grape, Pearl



# Color Pairings

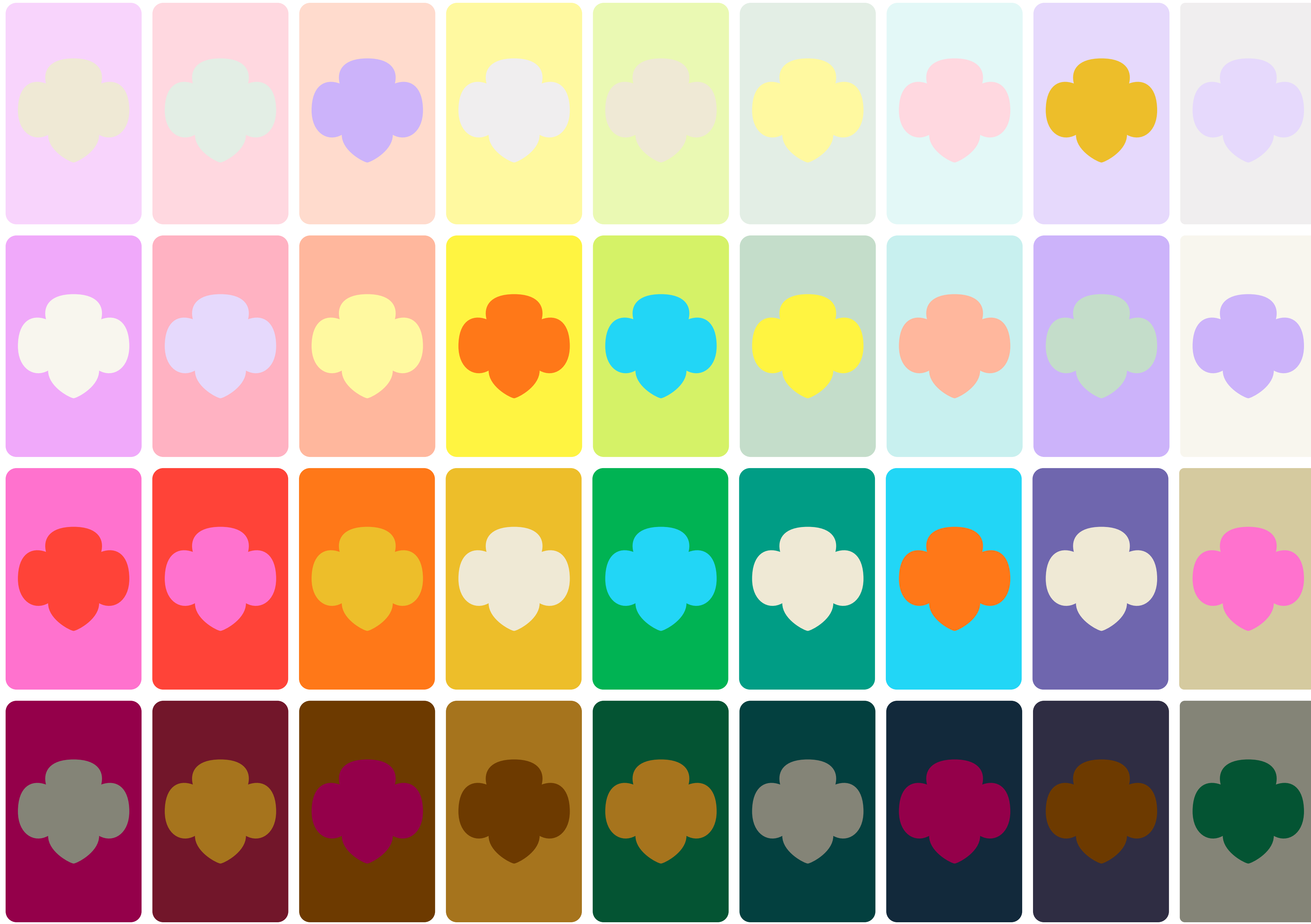
## Low and High Contrast

While there are unlimited options for color pairing, this library serves as a starting point for mixing colors beyond tone-on-tone.

The low contrast pairings tend to skew older while high contrast pairings feel younger.

This page demonstrates color pairings with the Trefoil, but this philosophy applies to color pairings within all product applications.

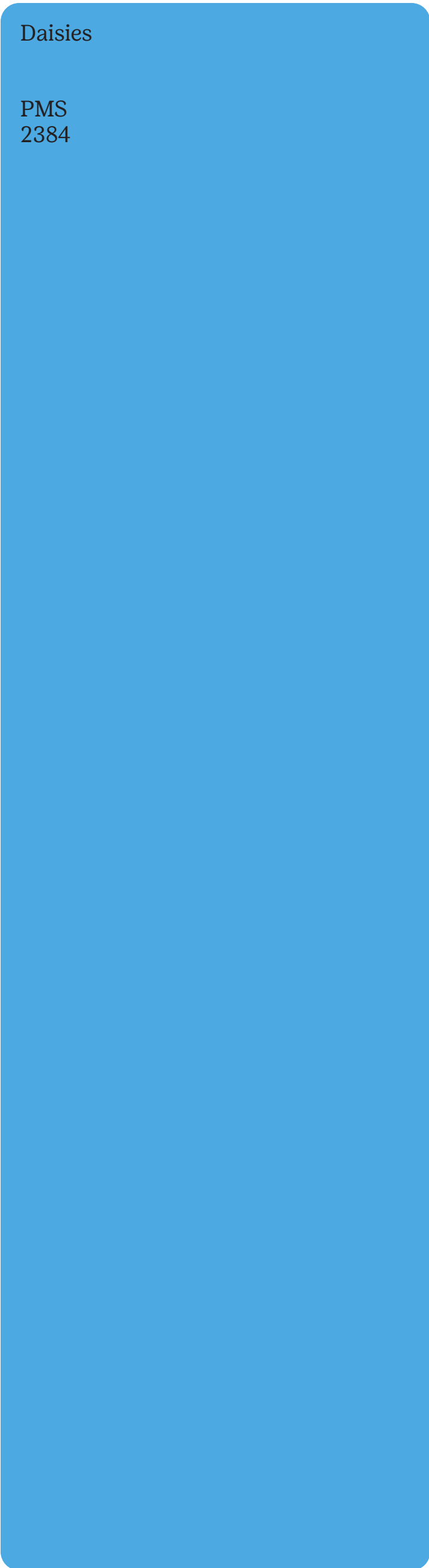
- Trefoil color index (Left to right):**  
**Row 1:** Khaki, Mist, Lilac, Pearl, Khaki, Lemon, Blush, Sunflower, Lavender  
**Row 2:** Sand, Lavender, Lemon, Tangerine, Cyan, Sunshine, Salmon, Sea Foam, Lilac  
**Row 3:** Poppy, Flamingo, Sunflower, Khaki, Cyan, Khaki, Tangerine, Khaki, Flamingo  
**Row 4:** Gray, Butterscotch, Ruby, Walnut, Butterscotch, Gray, Ruby, Walnut, Spruce



# Uniform Color Palette

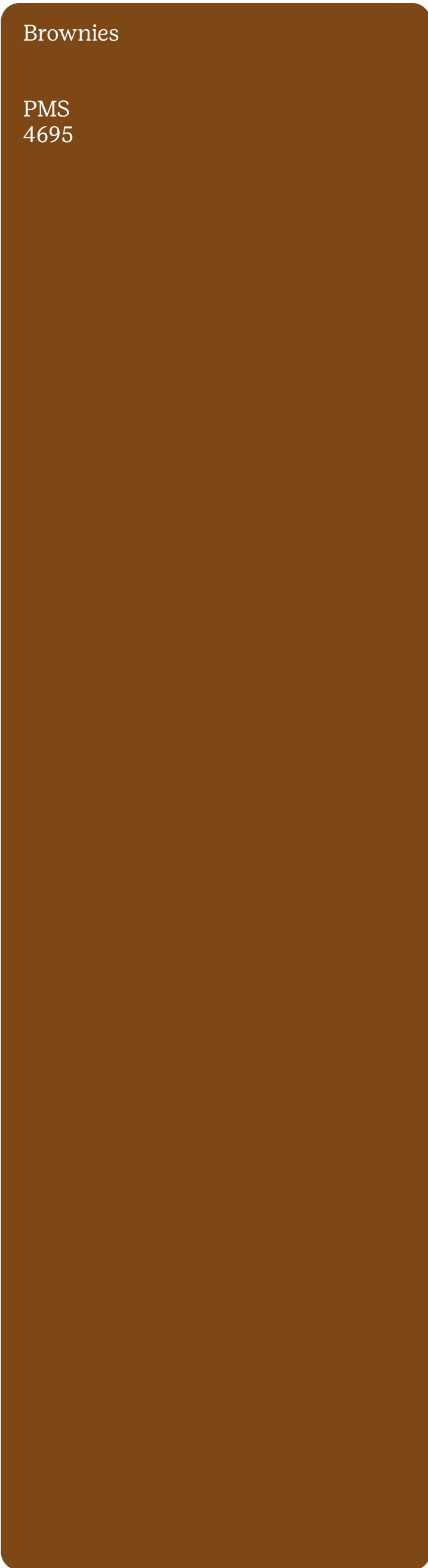
The uniform color palette is here as a reference for licensed products which are based on a literal representation of the uniforms.

See page 73 for examples of age level color inspired products.



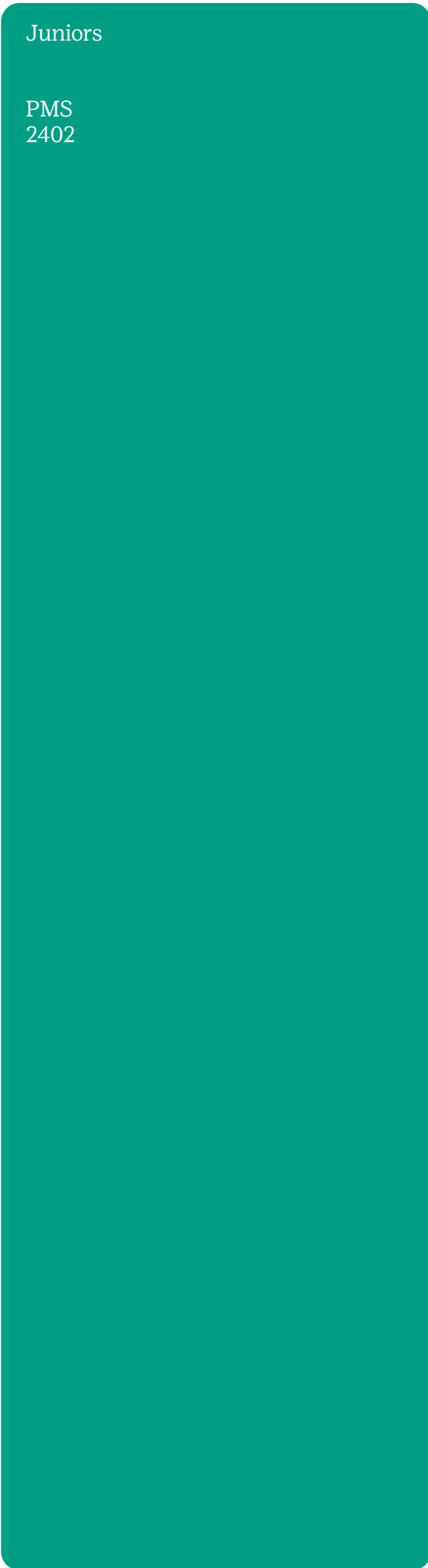
Daisies

PMS  
2384



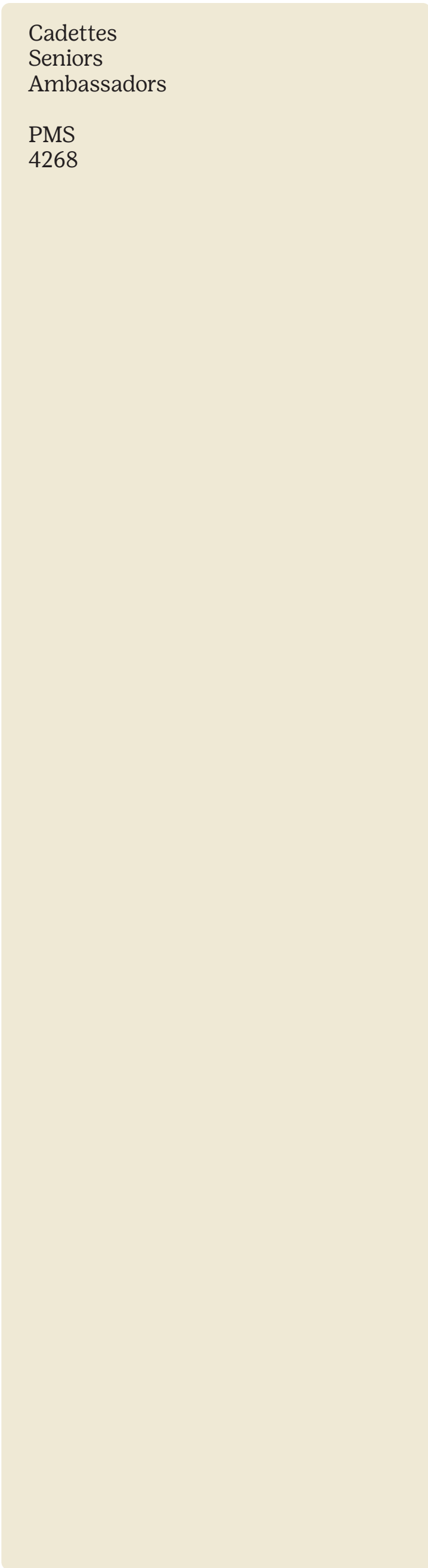
Brownies

PMS  
4695



Juniors

PMS  
2402



Cadettes  
Seniors  
Ambassadors

PMS  
4268



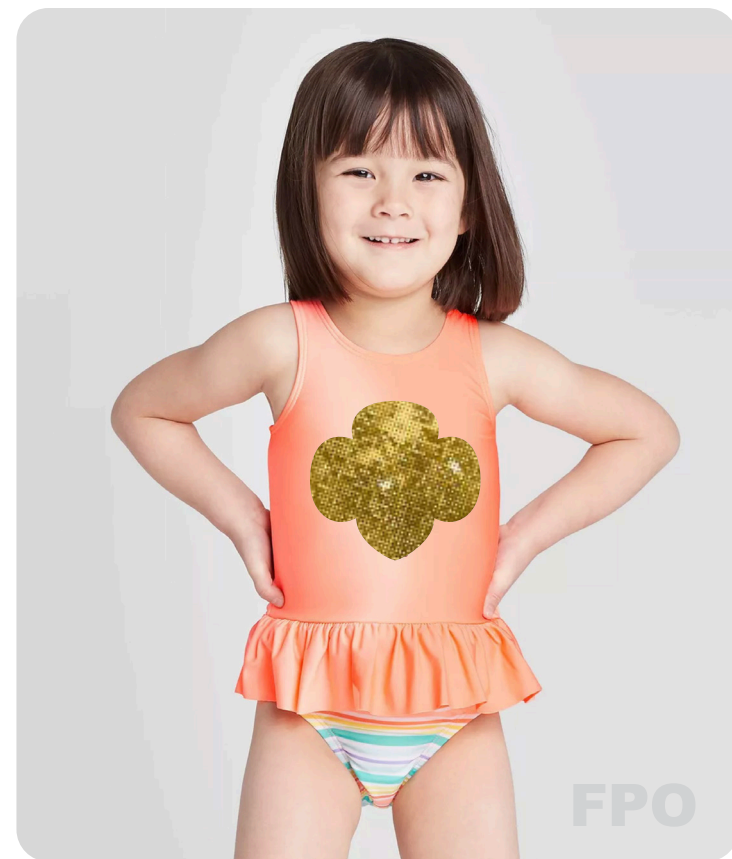
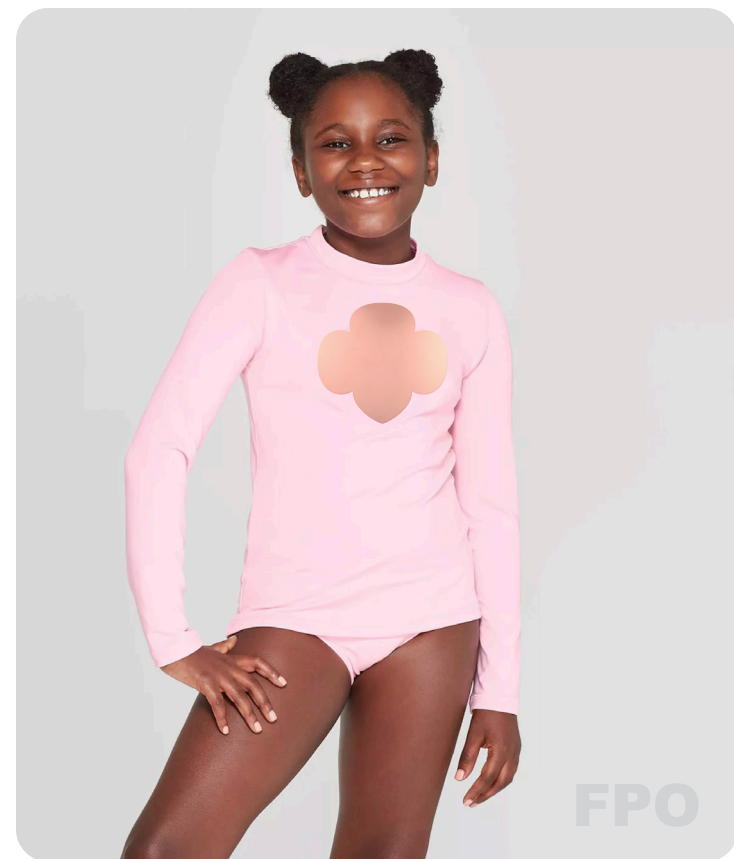
Adult

PMS  
282



# Single Color Application

Here is an example of product forms, color pairings, and Trefoil placement in use.





# Multi-Color Application

Color blocking is a signature tool for expressing our brand colors.

Use inherent shapes within the forms to bring in complimenting or accent colors.

This technique can be a tool for adapting colors for seasons and trends.





# Product Typography

To provide a range of expression within product, these eight typefaces can be used for messaging within product (includes our core typeface):

- 1. Helvetica:** (MAC Systems Font)  
A ubiquitous sans serif that provides a modern neutral tone.
- 2. Teko Semi Bold:** (Google Fonts)  
A condensed sans serif providing a bold tone that relates to camp and outdoor vernacular.
- 3. Ultra Regular:** (Google Fonts)  
A bold display slab serif that provides a heavy graphic tone.
- 4. Trefoil Black:** (Girl Scouts Owned)  
A rounded sans serif with a bit of flair, providing a friendly voice for younger audiences.
- 5. Cooper Black:** (Adobe Fonts)  
A classic rounded serif that provides a playful and slightly nostalgic tone.
- 6. Thin Mint Script:** (Girl Scouts Owned)  
A playful script with a hand-drawn feel that appeals to younger audiences.
- 7. Sloop Script Bold:** (Adobe Fonts)  
A sophisticated script for mature audiences. Only appropriate for brief words/phrases.

Girl Scout Serif  
Helvetica Regular  
Teko Semi Bold  
Ultra Regular  
Trefoil Black  
Cooper Black Regular  
Thin Mint Script  
Sloop Script Bold

# Typography: Girl Scouts

Any one of our product typefaces can be used to set the word “Girl Scouts”. When setting Girl Scouts as a graphic element, it can either be stacked, arched, or a horizontal line.

We use the plural “Girl Scouts” in apparel and merchandise.

When stacking Girl Scouts as typography, the leading (or vertical space between words) should be very close but not touching.

Councils can use Girl Scouts as a graphic element on product, as long as a council identifier (i.e. council servicemark or acronym) is part of the overall product design.

GIRL  
SCOUTS

GIRL SCOUTS

**GIRL  
SCOUTS**

*Girl Scouts*

**GIRL  
SCOUTS**

GIRL  
SCOUTS

*Girl Scouts*

**GIRL  
SCOUTS**

**GIRL  
SCOUTS**



# Typography: Girl Scouts

Unlike packaging and brand identity communications, messaging within the product can be set in color to provide a range of expressions.





# Typography: Messaging

Messaging within the product can be set in any one of the approved product typefaces.

They should generally be centered in either all caps or sentence case. We never set type in all lowercase.

Only one typeface should be used per product.

Within the product, we do not use punctuation unless the message contains more than one idea. See page 96 for more guidance on punctuation.

GIRL:  
AS IN  
GIRL  
SCOUT

**I'll dream  
my way  
past  
the stars**

**BRIGHT BRAVE BOLD  
LIKE A  
GIRL SCOUT**

**CHANGEMAKER**

**LITTLE STEPS  
LEAD TO  
BIG THINGS**

*Dreamer*

*Sisters stick  
together*

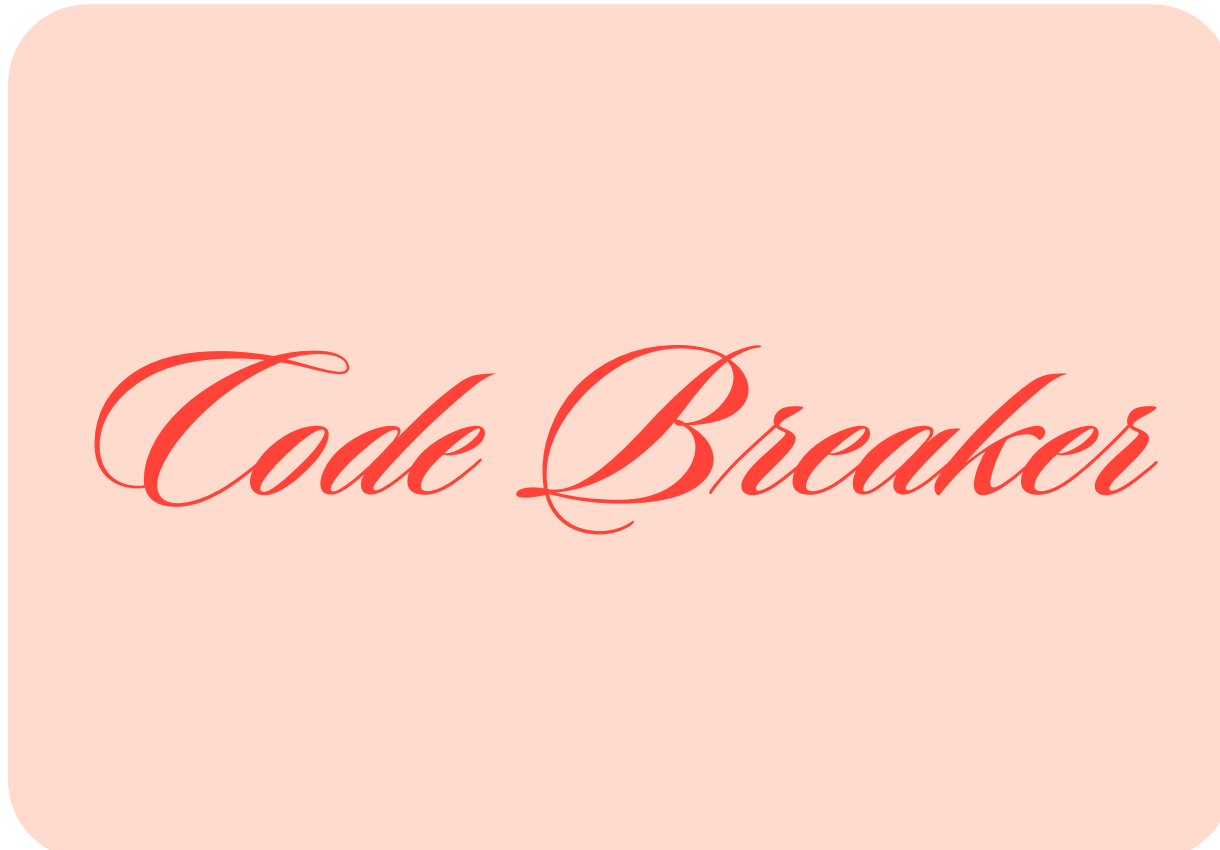
**CODE  
BREAKER**

**JOY  
SEEKER**



# Typography: Messaging

Unlike packaging and brand identity communications, messaging typography within the product can be set in color. It can even be set in multi-color for playful applications.









# Typography: Messaging

Messaging can be set on the back of a shirt. If the name Girl Scouts is not included in the copy, the Trefoil should always be included somewhere on the product.





# Type and Illustration

Messaging can be paired with illustration on the product. Setting type on a path allows you to create lockups that integrate illustration and typography.

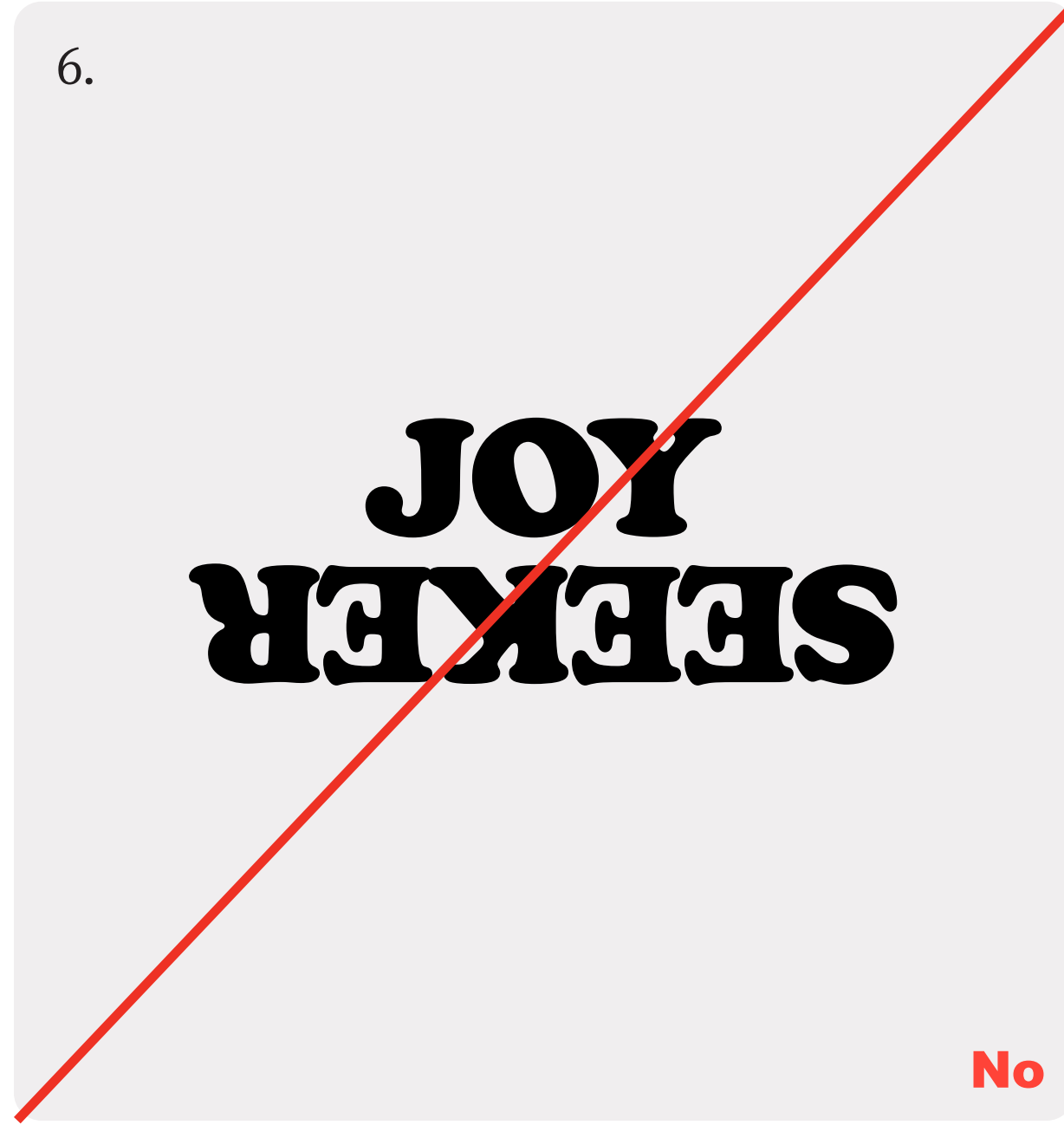
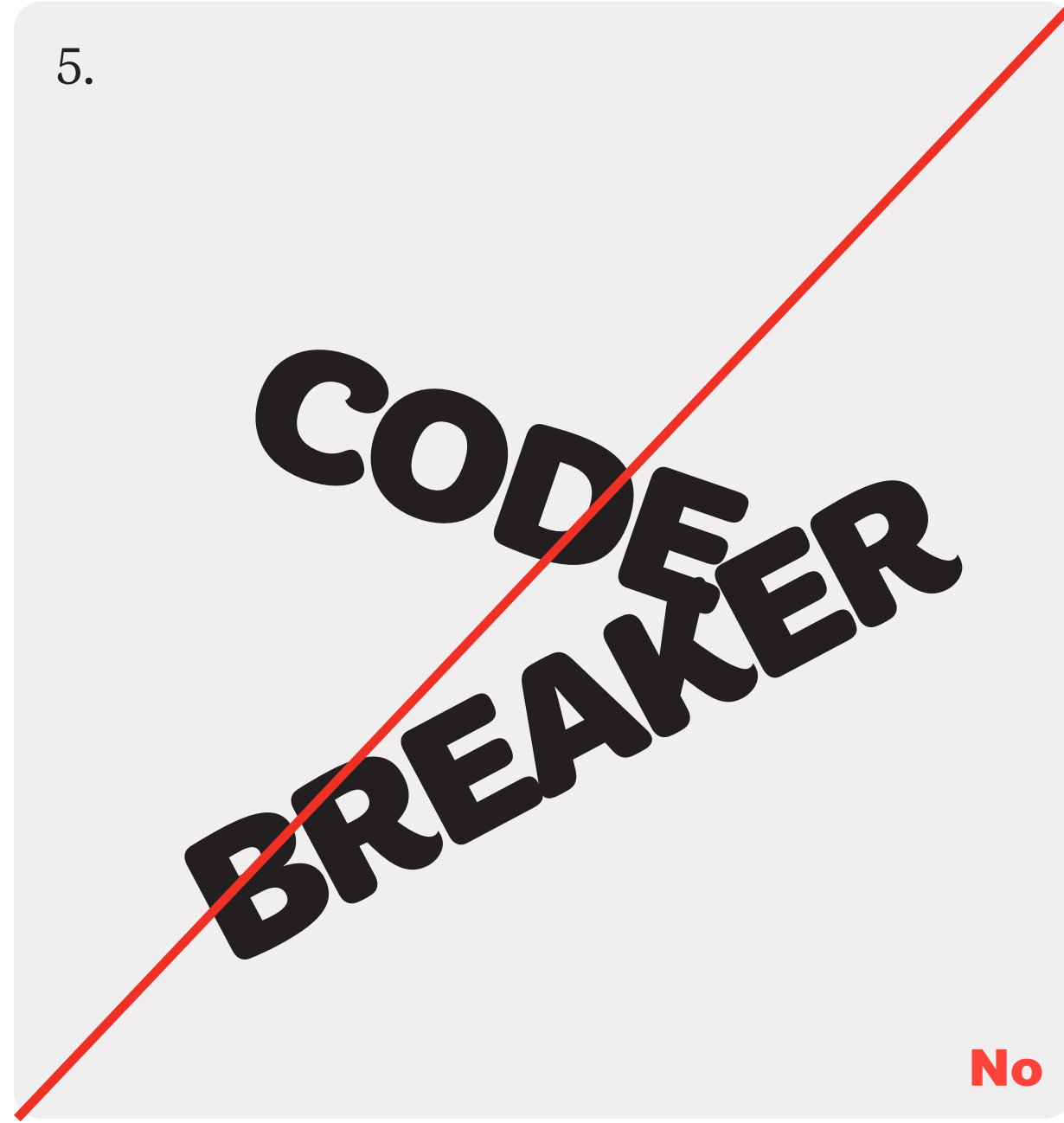
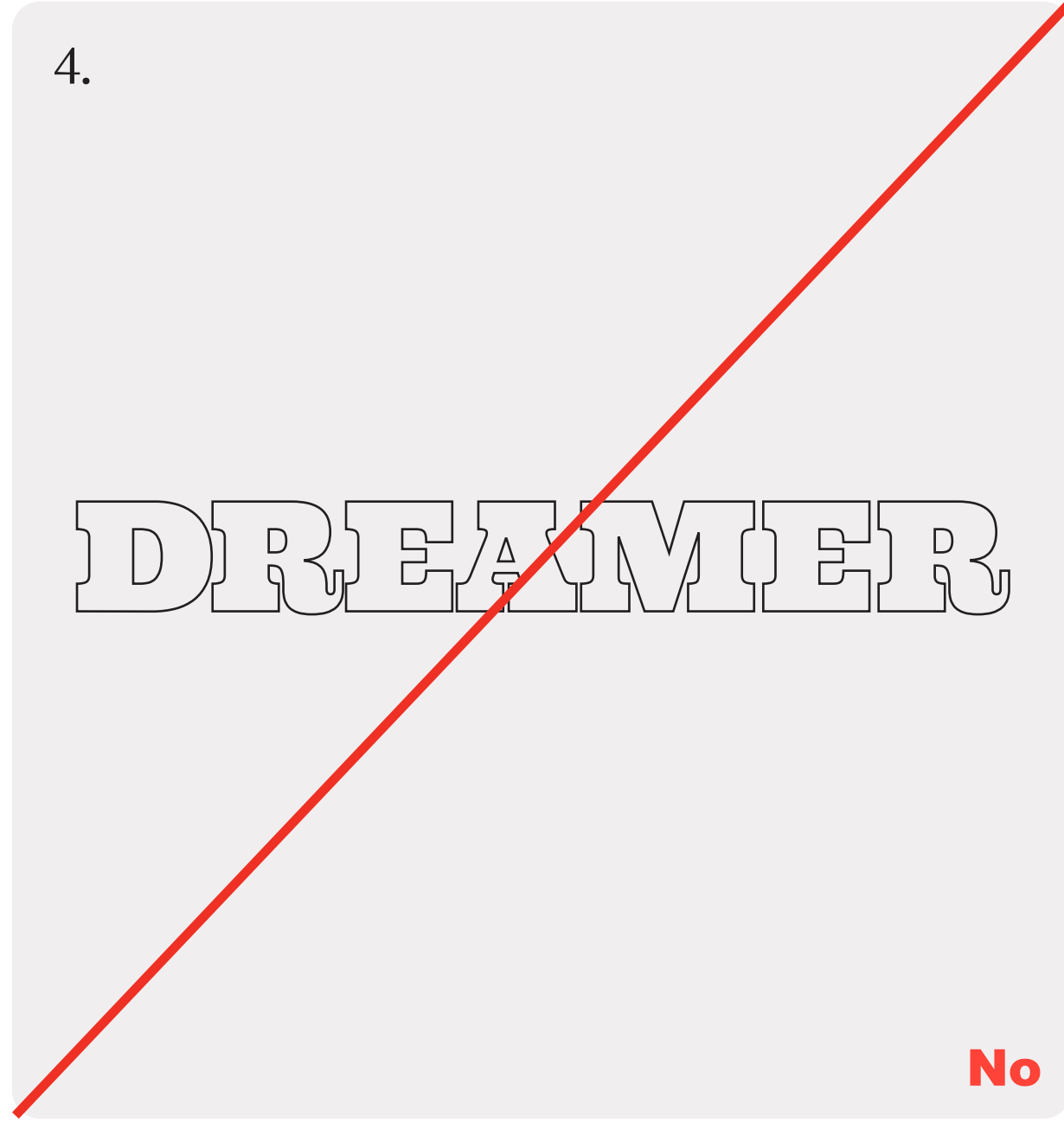




# Typography Don'ts

Here are various examples to avoid when using typography in the product:

- 1. Don't mix typefaces.
- 2. Don't mix type sizes.
- 3. Don't mix cases.
- 4. Don't outline type.
- 5. Don't overlap type.
- 6. Don't mix orientations of type.
- 7. Don't mix weights.





When writing on behalf of the Girl Scout brand, think of each product as a canvas to express and fulfill our brand purpose: to champion girl ambition.

You can accomplish this by writing through the lens of our values and bringing them into existence through the products we create. Our values include self-expression, community, inclusion, integrity, and discovery.

By making every word count, we'll earn love and loyalty and strengthen the relevancy and power of our brand for our valued audiences.



# The Girl Scout Mission, Promise, and Law

Our mission, promise, and law are the foundation of Girl Scouts and the inspiration behind everything we do. These statements guide why and for whom we exist.

The Girl Scout Promise and Law must be set with punctuation and line breaks as shown and should always use the official Girl Scout font. The mission should also use our official font on all products.

## Girl Scout Mission, Promise, and Law

The Girl Scout mission is a consistent reminder of why we exist as an organization and for whom.

The Girl Scout Promise and Law are shared by every member of Girl Scouts. The Girl Scout Promise is the way Girl Scouts agree to act every day toward one another and other people, and the Law outlines a way to act towards the world.

## Girl Scout Promise

*On my honor, I will try:*  
To serve God\* and my country,  
To help people at all times,  
And to live by the Girl Scout Law.

\*Members may substitute for the word God in accordance with their own spiritual beliefs.

## Girl Scout Law

*I will do my best to be*  
honest and fair,  
friendly and helpful,  
considerate and caring,  
courageous and strong, and  
responsible for what I say and do,  
*and to*  
respect myself and others,  
respect authority,  
use resources wisely,  
make the world a better place, and  
be a sister to every Girl Scout.

Words from the Girl Scout Law can be linked in pairs, as we've written them below, or each word can be used individually.

- Honest and fair
- Friendly and helpful
- Considerate and caring
- Courageous and strong
- Responsible
- Respectful

## Girl Scout Mission

Girl Scouting builds girls of courage, confidence, and character, who make the world a better place.



# Key Girl Scout Messaging and Phrases

## The Foundations of the Girl Scout Leadership Experience

- STEM**  
Giving girls the know-how to invent the future.
- Outdoors**  
Inspiring girls to love nature and seek adventure.
- Life Skills**  
Setting girls up with the skills they need to succeed in life.
- Entrepreneurship**  
Preparing girls with business smarts to take on the world.

Girl Scouts is proven to help girls thrive in five key ways as they:

1. Develop a strong sense of self.
2. Seek challenges and learn from setbacks.
3. Display positive values.
4. Form and maintain healthy relationships.
5. Identify and solve problems in their communities.

Courage, confidence, and character

These three words should always appear in this order because they're from our mission statement. They can be stacked on top of each other without commas or, if horizontal, separated by dingbats.

the Girl Scout experience

Girl Scout sisters

smart cookie or smart cookies

Girl Scouts make the world a better place



# Our Brand Voice

As Girl Scouts, we have a distinct way of speaking and showing up in the world. This way of speaking—our brand voice—is guided by our tenets.

Think of our tenets as levers you can pull across all your written and verbal communications. In some situations, you may end up using all of them, but in other instances, you may only need one or two to get your point across or inspire action.

When applied consistently across communications, our tenets bring our voice to life in exciting and authentic ways.

**Encouraging and earnest**

**Speak to girls, not at them.**

**Emotive and substantive**

**Ground your language in the truth of who we are and what we value. Only look back if it means we can look forward in new, interesting ways.**

**Thoughtful and unreserved**

**Never underestimate girls' intelligence. Celebrate it and champion it.**

**Inclusive and uplifting**

**Help girls discover more about who they are, what they care about, and what they're capable of. Use language that welcomes every girl just as she is.**

**Bold and determined**

**Avoid language that feels flashy or overcompensating. Speak the truth in simple, straightforward language.**



# Writing for Younger Girls

Younger girls are defined as anyone at the Daisy, Brownie, or Junior level—in grades K–5.

When writing for them, keep the following in mind.

- 1. Write brightly.**  
Inject a sense of joy with words that shine as brightly as she does.
- 2. Embolden her.**  
Explore how copy can champion her ambition.
- 3. Keep it brief.**  
Aim for headlines of eight words or fewer.
- 4. Be age-appropriate.**  
Keep language straightforward, but also write to the parents/caregivers who will ultimately be the ones purchasing a product.

- Other considerations when writing for younger girls across products:
- We're their champion.
  - Speak to their imaginations.
  - Focus on fun, excitement, friends, and discovery.
  - Bolster copy with rich, visual expression.
  - Use simple words inventively.

## Tips for Writers

1.

Write brightly.

2.

Embolden her.

3.

Keep it brief.

4.

Be age-appropriate.



Headlines:  
Younger Girls

**Note:** We've provided these phrases for inspiration **only**. Licensees and vendors are responsible for determining the availability of phrases, taglines, terms, and designs.

Girls run the world.  
Try to keep up.

I'll dream my way  
past the stars

Tough  
cookie

To the moon

Gutsy like  
a Girl Scout

Blazing my trail

Sisterhood

Never underestimate  
a girl with a badge

Brownies break  
boundaries

Daisies dream big

Unstoppable

Selling cookies.  
Chasing dreams.



Headlines:  
Younger Girls

More examples of headlines like “stargazer” include: Self-starter. Inventor. Risk Taker. Explorer. Engineer. Dreamer. Changemaker.

More examples of headlines like “bold” include: Free. Daring. Kind. Magic. Shining.

**Note:** We’ve provided these phrases for inspiration **only**. Licensees and vendors are responsible for determining the availability of phrases, taglines, terms, and designs.

Stargazer

Trailblazer

Joy Seeker

Bold

Keep  
shining

Bright

Everyday explorer

Little steps  
lead to big things

Sisters stick  
together

Camp Girl Scouts

I am whatever  
I dream I can be

Bright. Brave. Bold.  
Like a Girl Scout.



# Writing for Older Girls

Older girls are defined as anyone at the Cadette, Senior, or Ambassador level—in grades 6–12.

When writing for them across products, keep the following in mind.

**1. Be true to who we are.**

Say something with substance.

**2. Encourage her self-expression.**

Create products she'd proudly wear or own.

**3. Make it memorable.**

Keep copy under ten words. Longer copy can be powerful too (e.g., repetition of a line), but only when the product's surface allows.

**4. Write at her eye-level.**

Capture the energy of her ambition with words, but never talk down to her.

Other considerations when writing for older girls across products:

- We're their champion.
- Speak to and celebrate their ambition.
- Focus on personal development, belonging, and their individuality.
- Show them that we believe in them and are inspired by them.

## Tips for Writers

1.

Be true to  
who we are.

2.

Encourage her  
self-expression.

3.

Make it  
memorable.

4.

Write at her  
eye-level.



# Headlines: Older Girls

Other “Girl, as in . . . “ options include poet, inventor, changemaker, leader, conservationist, and so on.

Other “The future’s mine to . . . “ options include write, lead, build, and so on.

**Note:** We’ve provided these phrases for inspiration **only**. Licensees and vendors are responsible for determining the availability of phrases, taglines, terms, and designs.

Girl, as in  
Girl Scout

Girl, as in boss.  
Girl, as in Girl Scout.

The future’s mine  
to invent

Going places

Girl, as in engineer.  
Girl, as in Girl Scout.

The future’s mine  
to change

Force of nature

Girl, as in coder.  
Girl, as in Girl Scout.

The future’s mine  
to code

I dream it. So I do it.

Girl, as in dreamer.  
Girl, as in Girl Scout.

I can. And she can.  
And she can. And she can.



# Headlines: Older Girls

**Note:** We've provided these phrases for inspiration **only**. Licensees and vendors are responsible for determining the availability of phrases, taglines, terms, and designs.

Dream is a  
doing word

Not waiting for  
permission since 1912

Protecting the only  
planet we have.  
That's Girl Scout Law.

Where Girl Scouts go,  
change follows

Born to follow no one's  
lead but my own

Forging my path.  
Raising my voice.

Girls with the nerve to  
change the world grow  
up and do it

She who thinks she can  
change the world does

The future is here.  
The future is us.

What I can do knows  
no bounds

The world changes  
on our watch

Tomorrow is ours



# Writing for Alums

Alums are defined at Girl Scouts as any adult who was a registered Girl Scout member in grades K–12, regardless of how long they participated. When writing for alums across products, keep the following in mind.

- 1. Create a sense of belonging.**  
Honor how Girl Scouts is a community they'll always be a part of.
- 2. Be bold.**  
Use words that feel determined and optimistic.
- 3. Celebrate legacy.**  
Commemorate over 100 years of Girl Scouts in new, interesting ways that look forward to new possibilities.
- 4. Invite them in.**  
Show the relevance that our Movement continues to have today.

Other considerations when writing for alums across products:

- Demonstrate how they can give back to the next generation of Girl Scouts.
- Focus on community engagement and opportunities/growth.

## Tips for Writers

1.

Create a sense of belonging.

2.

Be bold.

3.

Celebrate legacy.

4.

Invite them in.



# Headlines: Alums

Use inclusive phrasing for lifetime members and audiences with a deep connection and strong affiliation to Girl Scouts.

**Note:** We've provided these phrases for inspiration **only**. Licensees and vendors are responsible for determining the availability of phrases, taglines, terms, and designs.

Once a Girl Scout,  
always a Girl Scout

Not waiting for  
permission since 1912

Courage. Confidence.  
Character.

Power to the Girl Scouts  
making their dreams real

Meet tomorrow: us

Limit to recent Girl Scout graduates/  
college students or young alums.

Trailblazing,  
like generations of  
Girl Scouts

## Active Voice

Active voice is when a sentence’s subject performs an action. Passive voice is when a sentence’s subject receives the action of the verb. Passive voice often muddies meaning, so we avoid it.

Always use active voice when possible, for example: Girl Scouts change the world.  
Avoid passive voice, for example: The world was changed by Girl Scouts.

## First-Person Narrative

When writing for girls, feel free to write headlines in first-person narrative to make it personal (e.g., “I blaze trails” instead of “she blazes trails”).

## Length

Aim for no more than eight to ten words in copy on products. Occasionally it makes sense to use longer copy (e.g., in a repeated headline or in a quote from Juliette Gordon Low), but overall, the shorter, the better.

## Punctuation

Generally, we don’t use periods in headlines across products. The only exception to this rule is when one message contains two or more sentences not separated by the design (e.g., “Selling cookies. Chasing dreams.”). Periods are stylistically appropriate in that scenario. We avoid exclamation points, with the exception of copy for younger girls. In that case, you may use them sparingly.



# Illustration Standards for Products

Illustrations are robust, artistic visual interpretations that “bring a story to life.” They enhance messaging, storytelling, and merchandise. They also serve as decorative elements and patterns on products. Illustrations are not to be confused with iconography: generally, an illustration is specific to a particular application and is not recycled.

To work within the design system, illustrations should leverage solid fields of color to create dimensionality, movement, and detail.

This page shows a range of illustration styles that align with the brand identity and represent examples of the style suggested above.

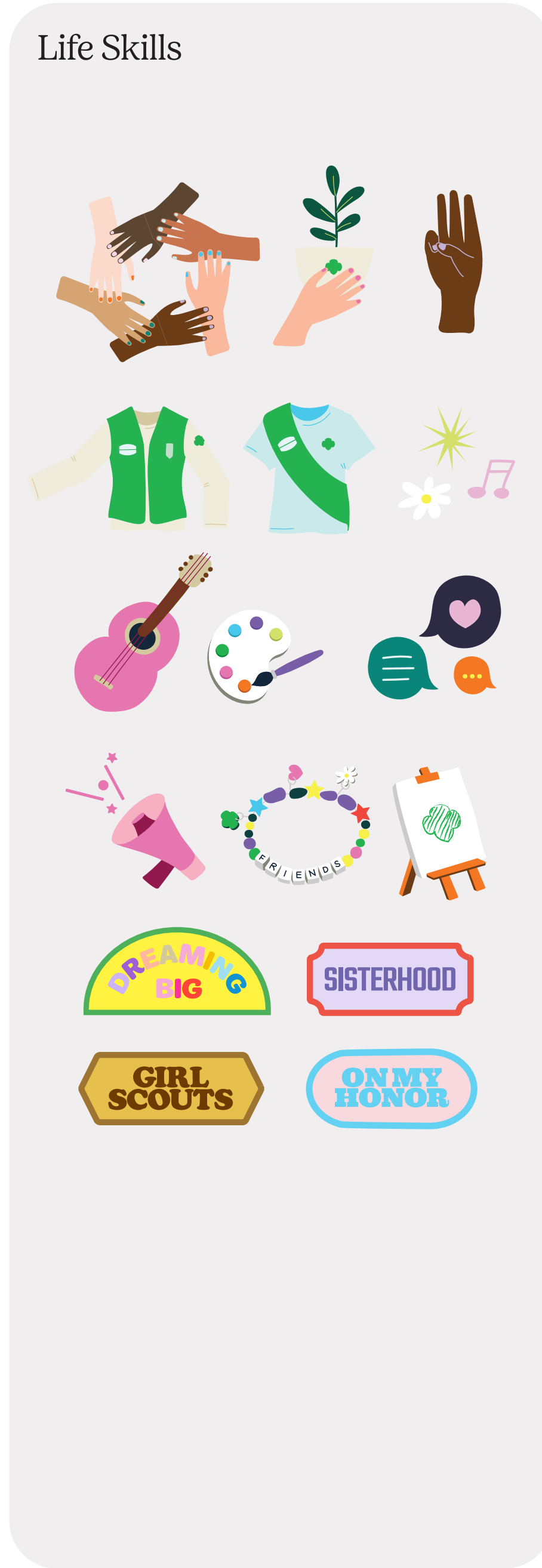
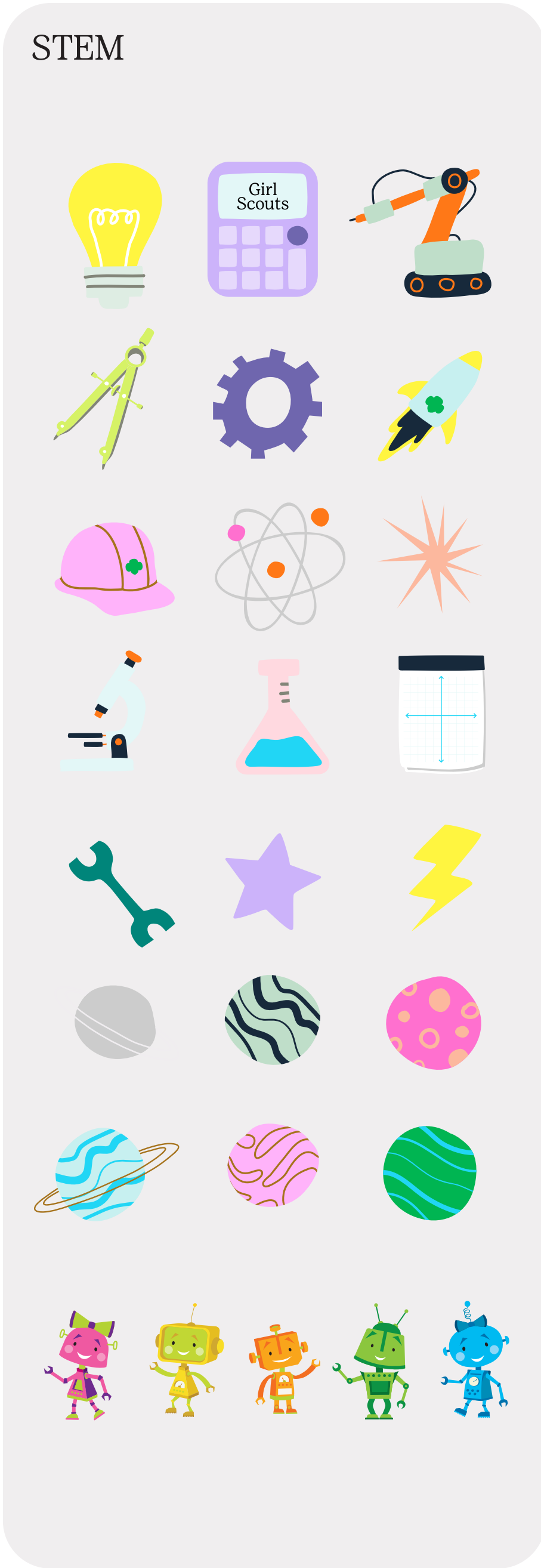
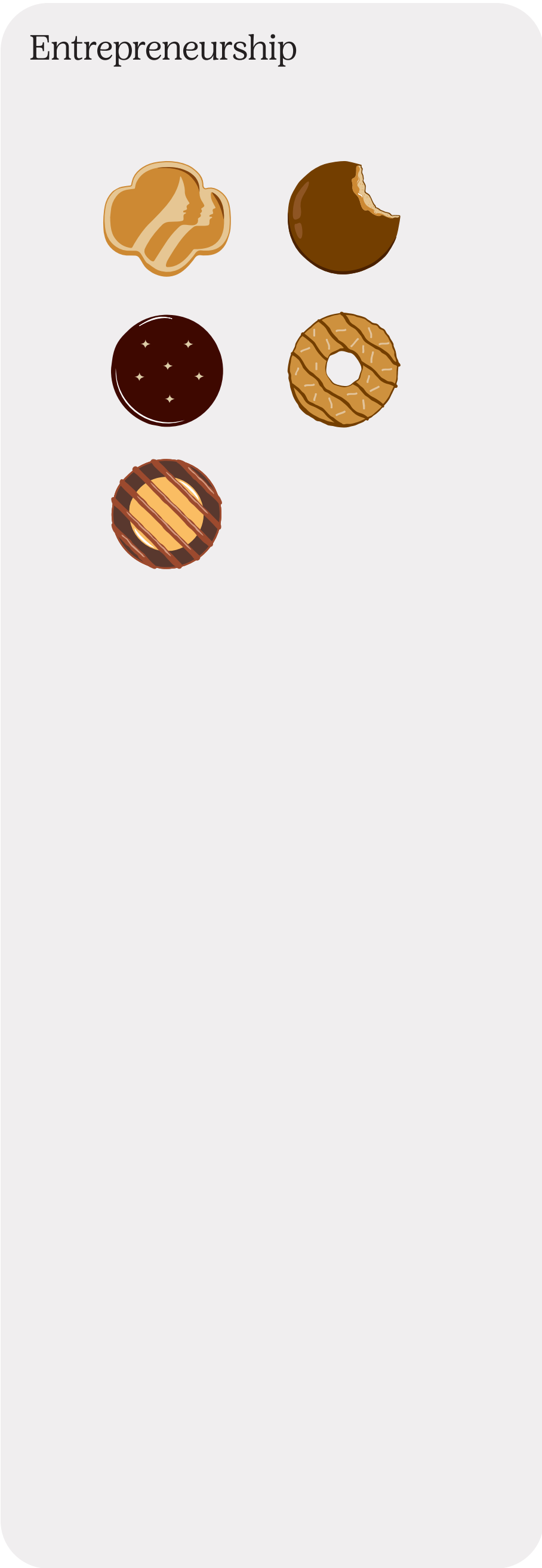
Illustrations can be integrated into layouts either as freestanding forms or within shapes.



# Examples of Illustrations for Products

These illustrations represent the Girl Scout pillars and can be used within the product.

Some of these illustrations have a subtle reference back to the Girl Scouts brand name or symbol which allows them to be used in the product without the use of an additional logo, such as the “Camp Girl Scouts” sign or the tent with a Trefoil flag.





# Illustration in Patch Shapes

Illustrations can be placed within patch shapes (found on page 17) and applied to products.

Illustrations can not be placed in badge shapes to avoid confusion with earned badges.



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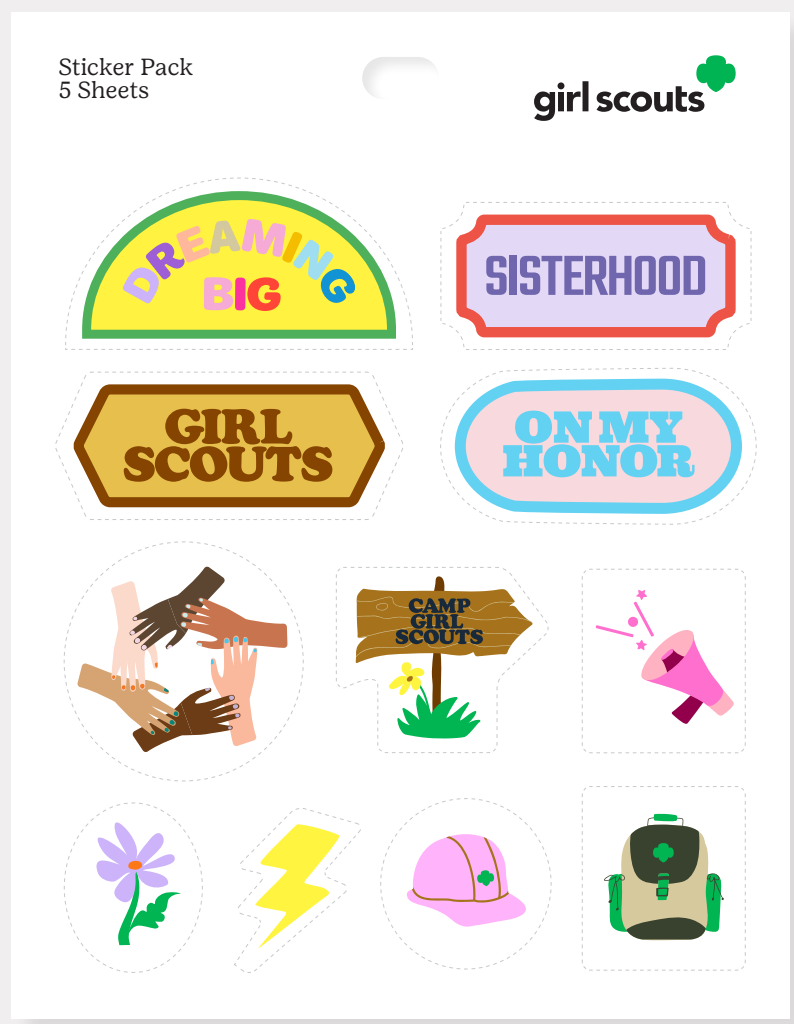


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# Type in Patch Shapes

Typography can also be used within patch shapes found on page 17 to create colorful message-driven graphics.





# Trefoil Repeat Pattern

The hand-drawn Trefoil offers a looser more playful version of the symbol that can be used alone or in a repeat pattern.

When used as a sole graphic, the hand-drawn Trefoil shape must perfectly follow the true shape.

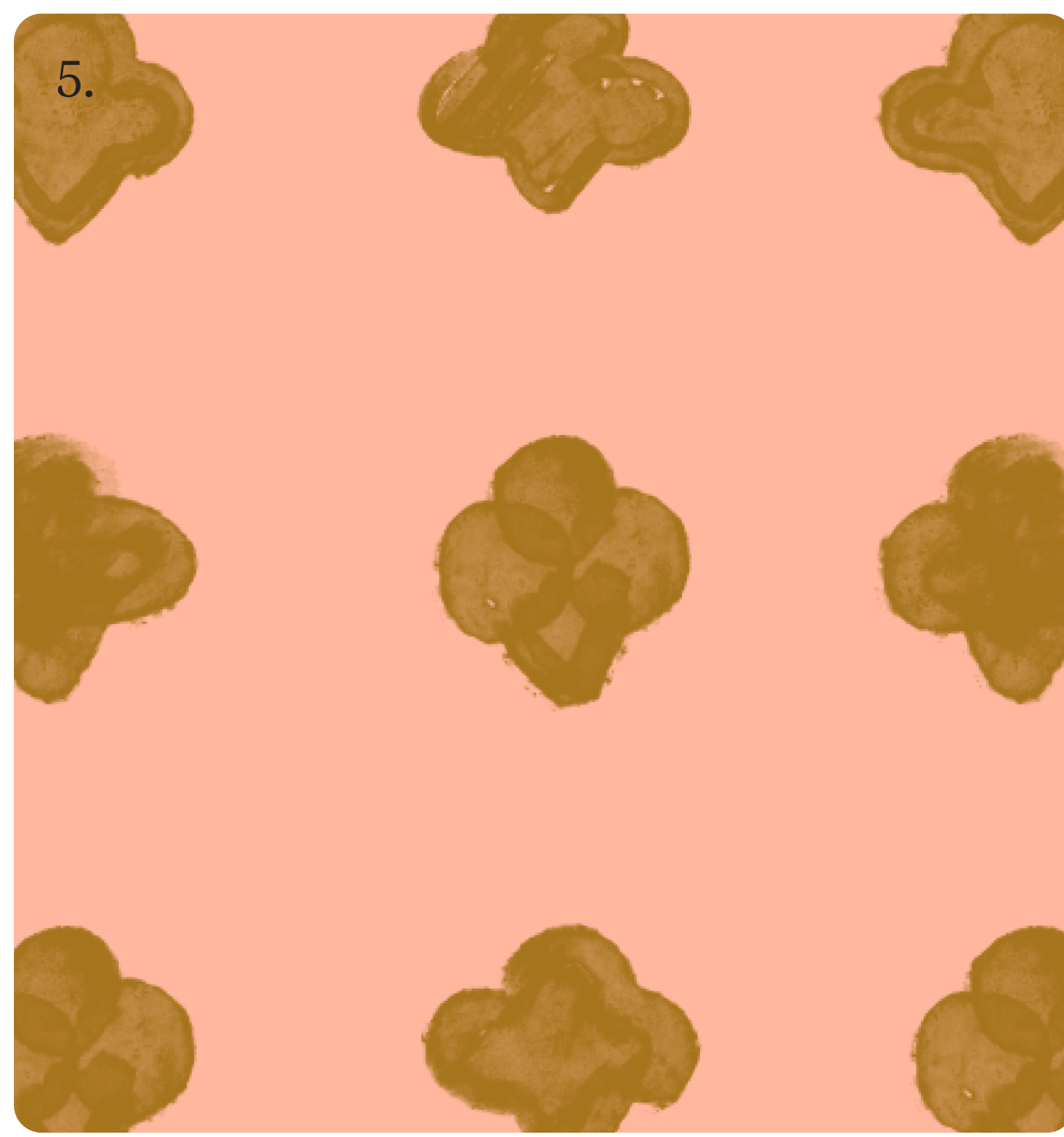
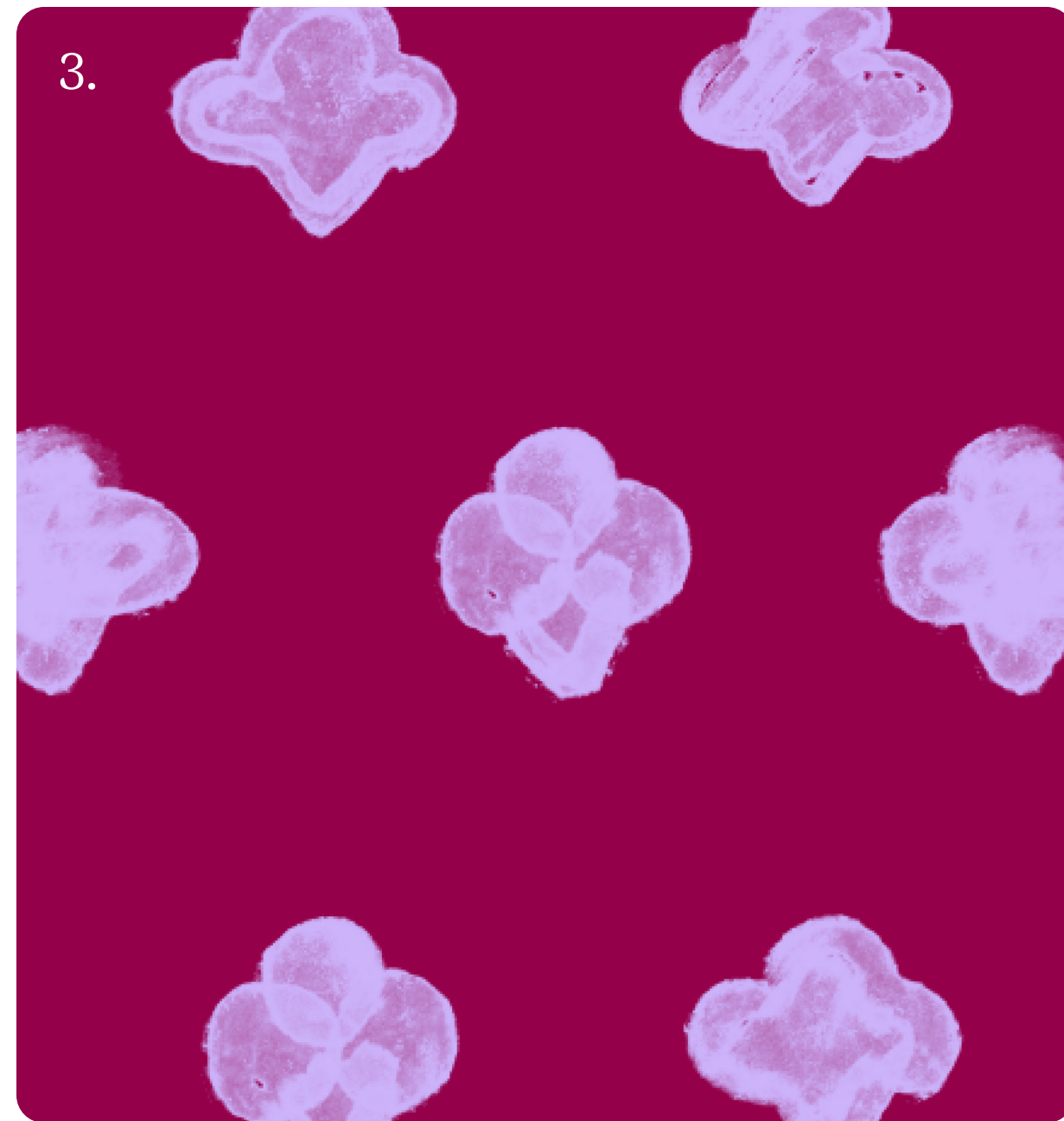
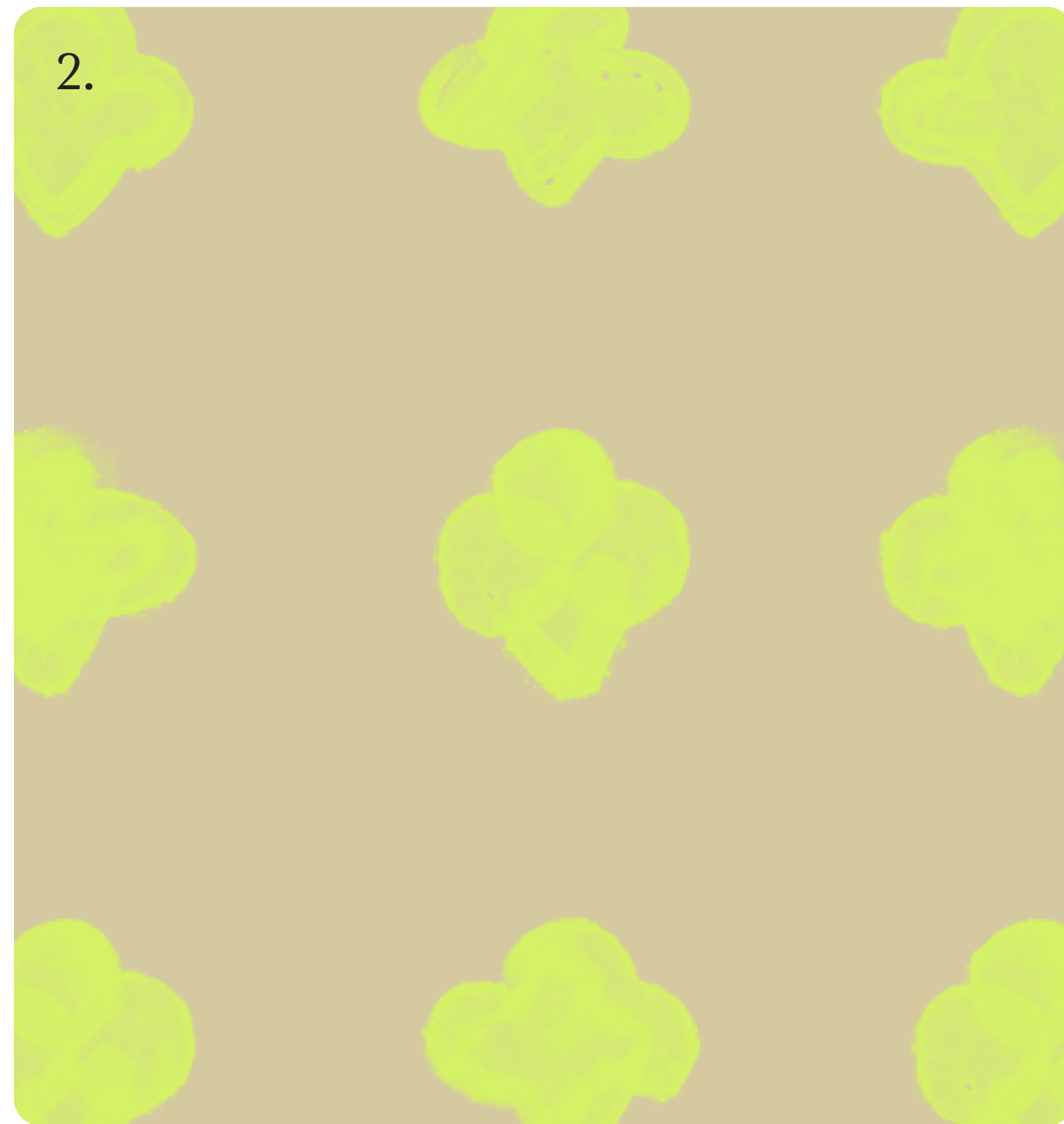
However, when used in a repeat pattern, more variation is permitted. The Trefoils should maintain three distinguishable rounded sides and a bottom point.

The colors on this page represent a starting point for color combinations but more options can be created based on the color pairings guidance on page 68 and 69.

### Color Examples:

- 1. Sand/Tangerine/Lime/Taffy/Aqua Grape/Ruby/Girl Scouts Green/Poppy/Walnut
- 2. Khaki/Lime
- 3. Ruby/Lavender
- 4. Flamingo/Taffy
- 5. Salmon/Butterscotch
- 6. Hunter/Midnight

This pattern is only for use on product.





# Trefoil Repeat Pattern Examples

Here are some examples of the Trefoil pattern in use. Notice how it is never used at a scale small enough to lose its form.





# Pillar Patterns Overview

Illustrations can be used to create patterns that relate to the four pillars:

- STEM
- Outdoors
- Life Skills
- Entrepreneurship (Cookies)

Patterns can be adapted to achieve different tonality through placement, scale, and color.

These patterns are only for use on product.



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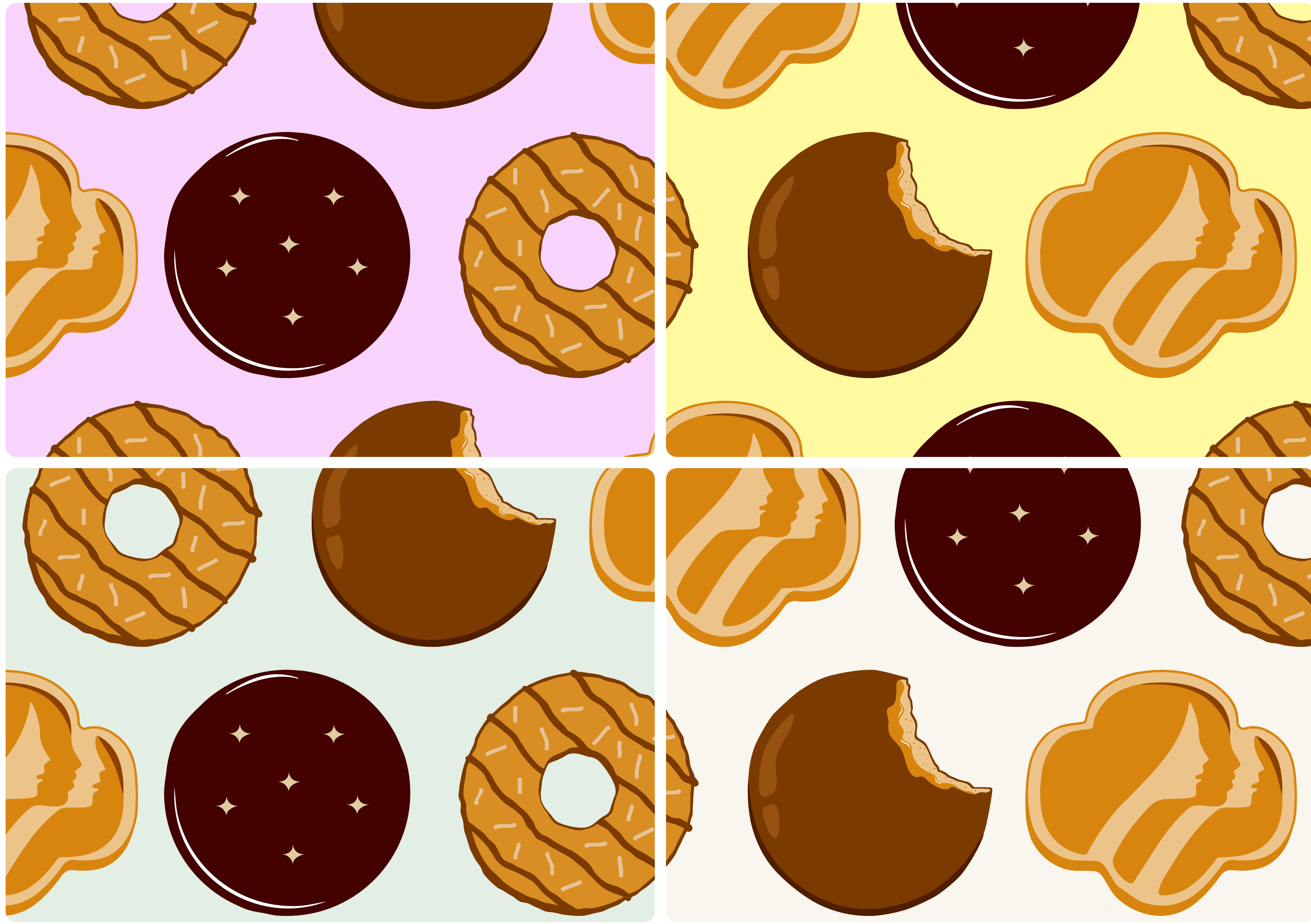


# Multi-Cookie Pattern Large

In order to not overpower the cookie illustrations, multi-cookie patterns work best with light colored backgrounds as shown on this page.

- Background Colors:
- Taffy
  - Lemon
  - Mist
  - Sand

These patterns are only for use on product.



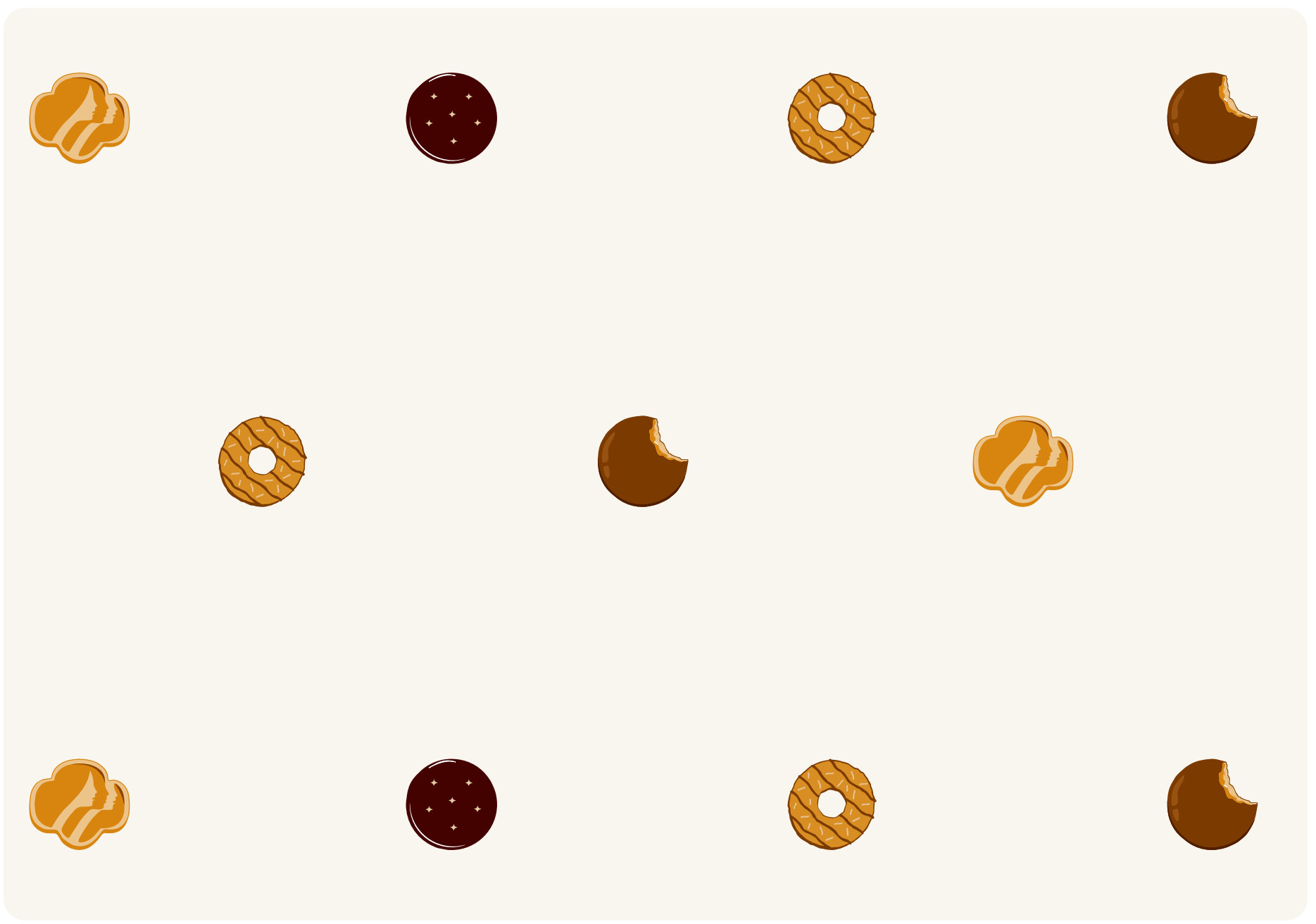
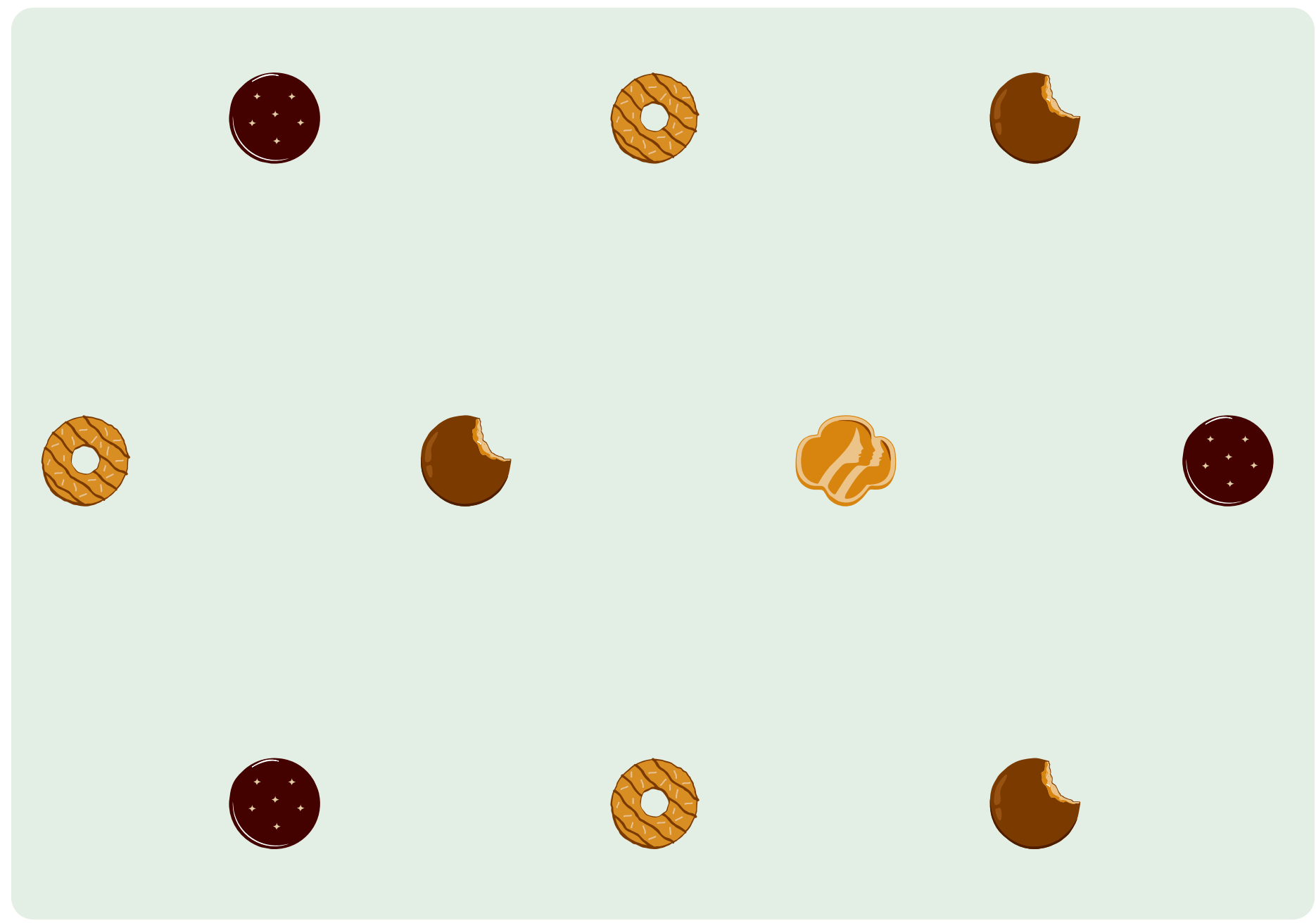
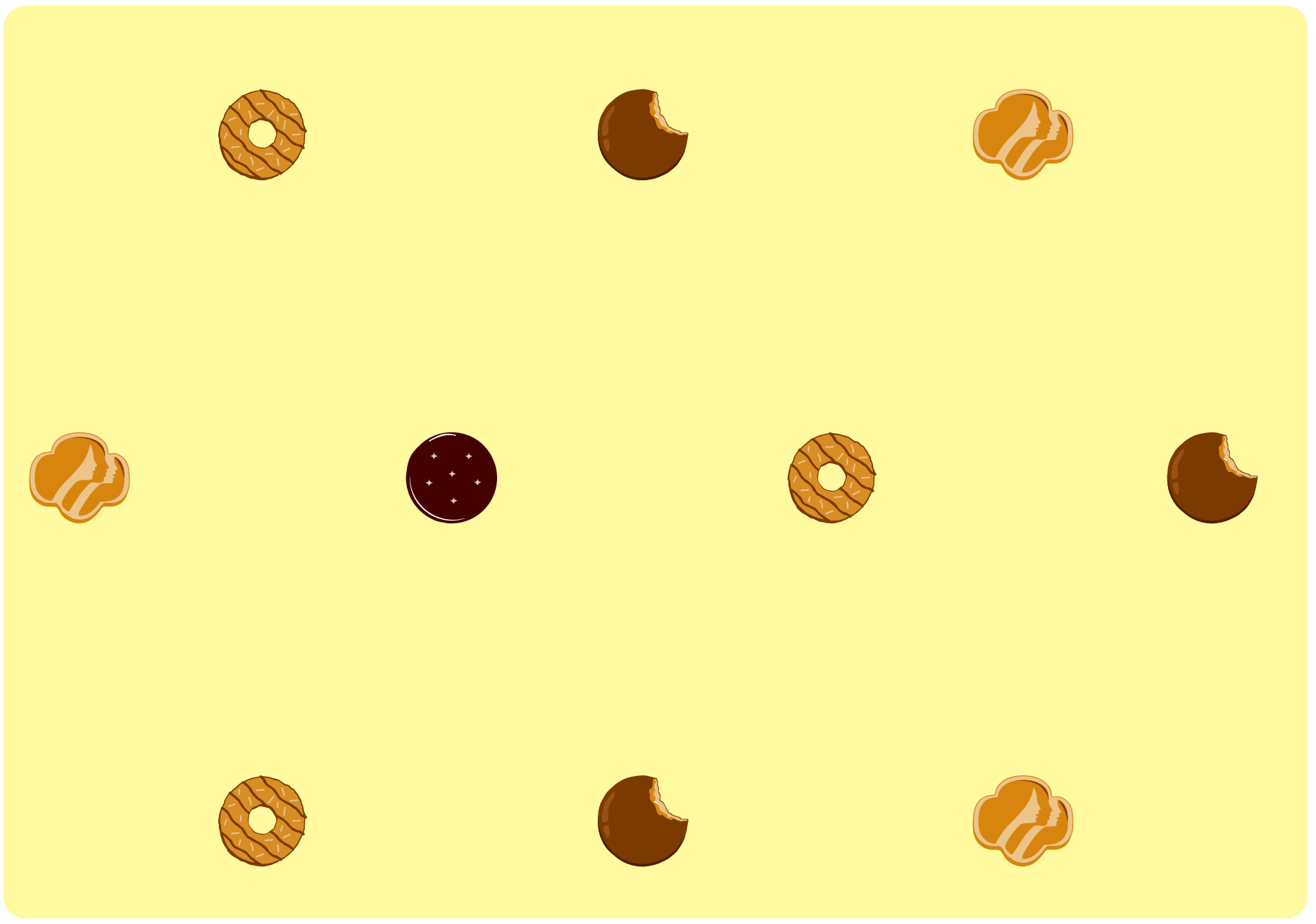
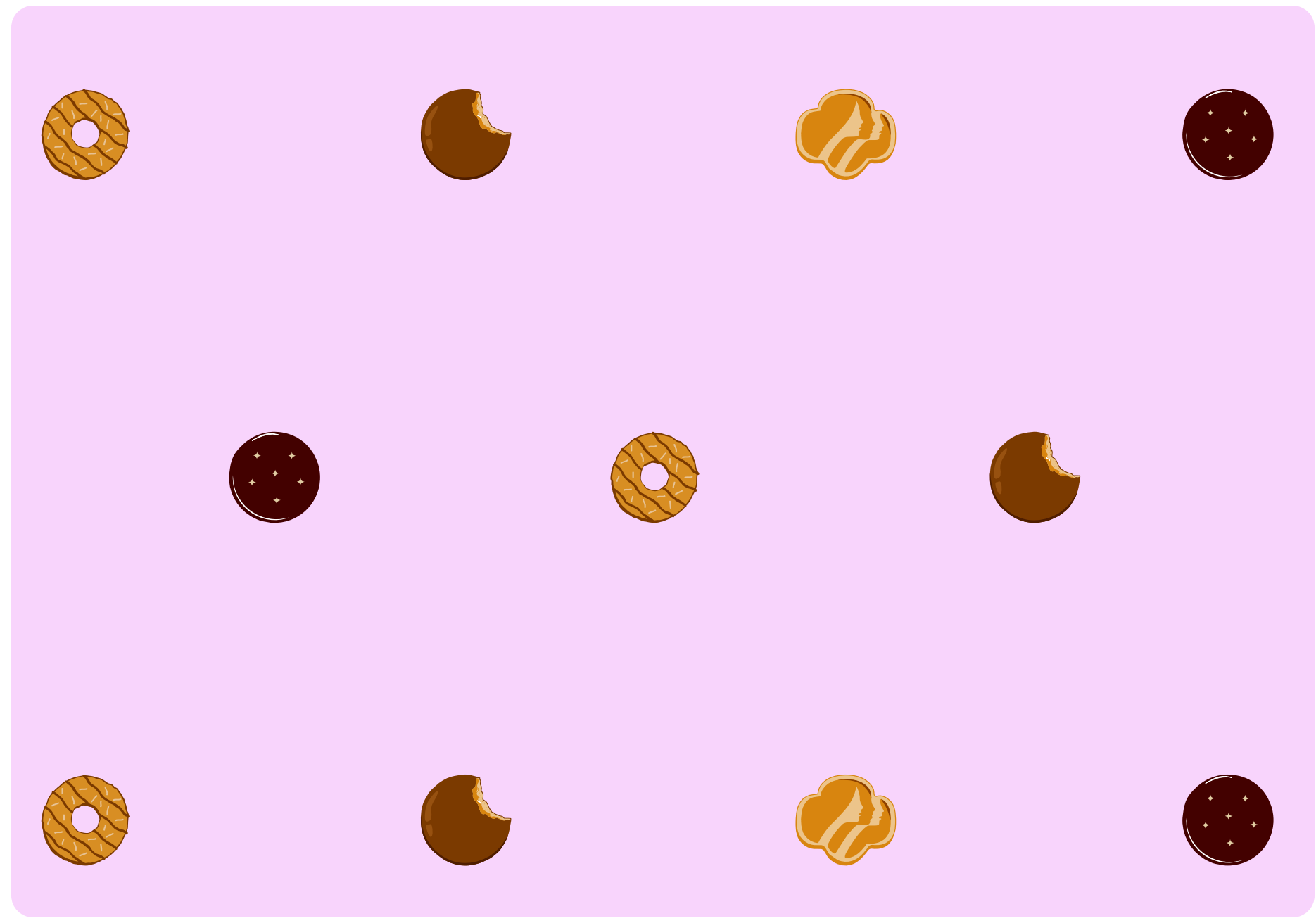


# Multi-Cookie Pattern Small

The multi-cookie pattern can also be used at a small scale, however, the cookies should always maintain legibility.

- Background Colors:
- Taffy
  - Lemon
  - Mist
  - Sand

These patterns are only for use on product.



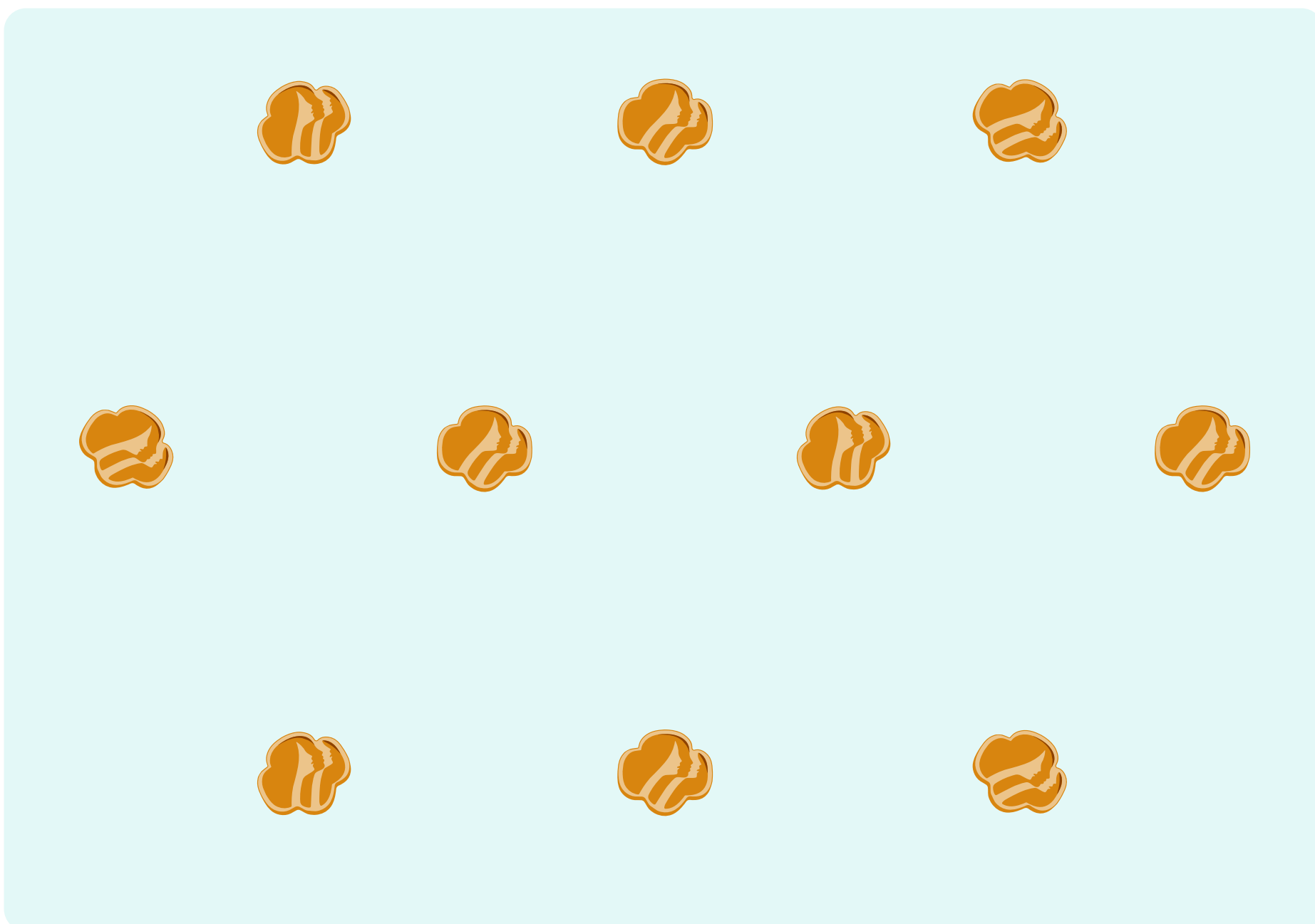
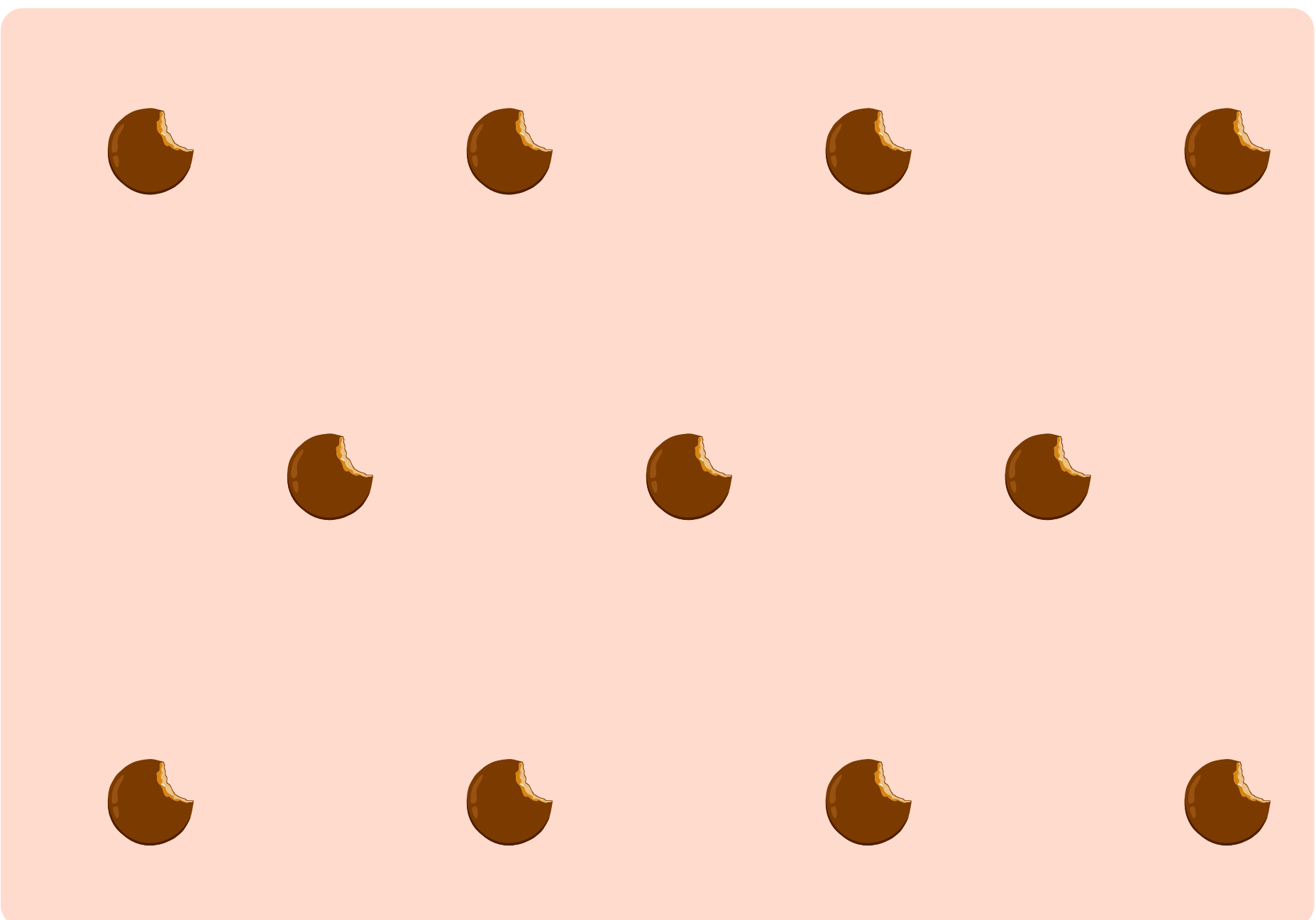
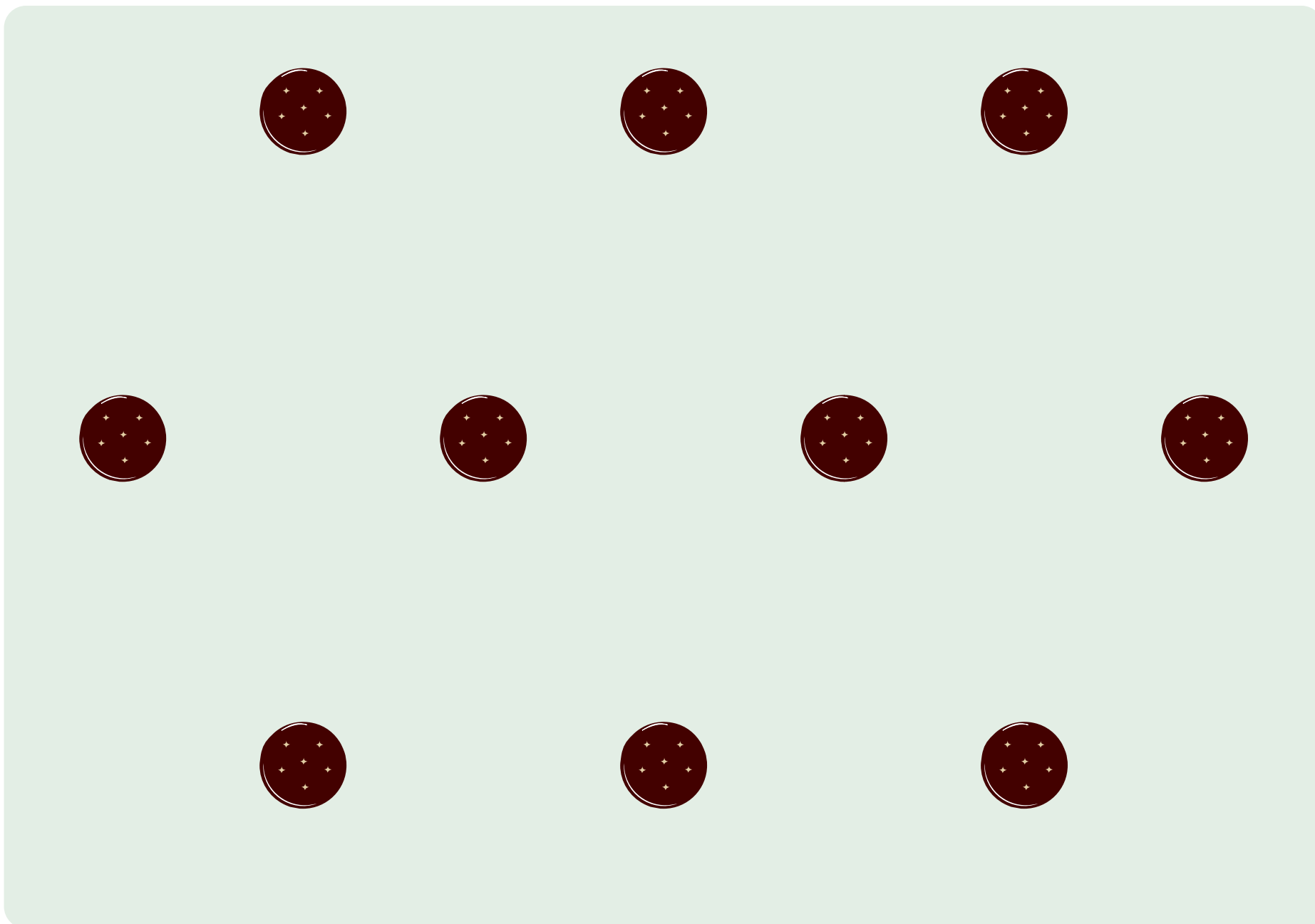
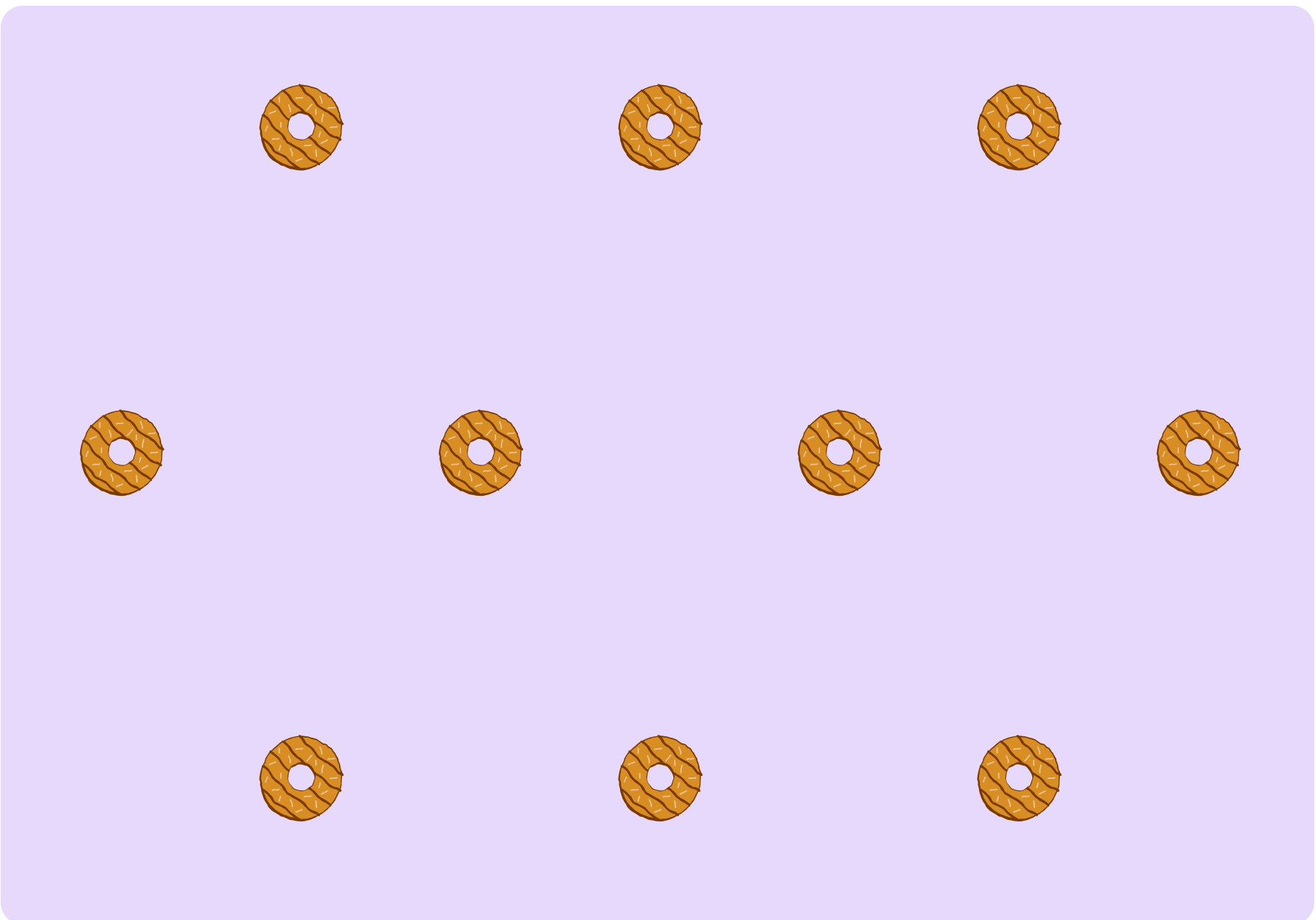


# Single Cookie Pattern

When using a single cookie to create a pattern, the background color should relate to the core cookie color.

- Background Colors:
- Lavender
  - Mist
  - Coral
  - Ice

These patterns are only for use on product.



# Cookie Pattern Examples

This page shows examples of cookie patterns in use. Notice the spectrum of tone that can be achieved through scale, color, and product selection. These variables will allow flexibility for each product to be tailored to the intended audience.



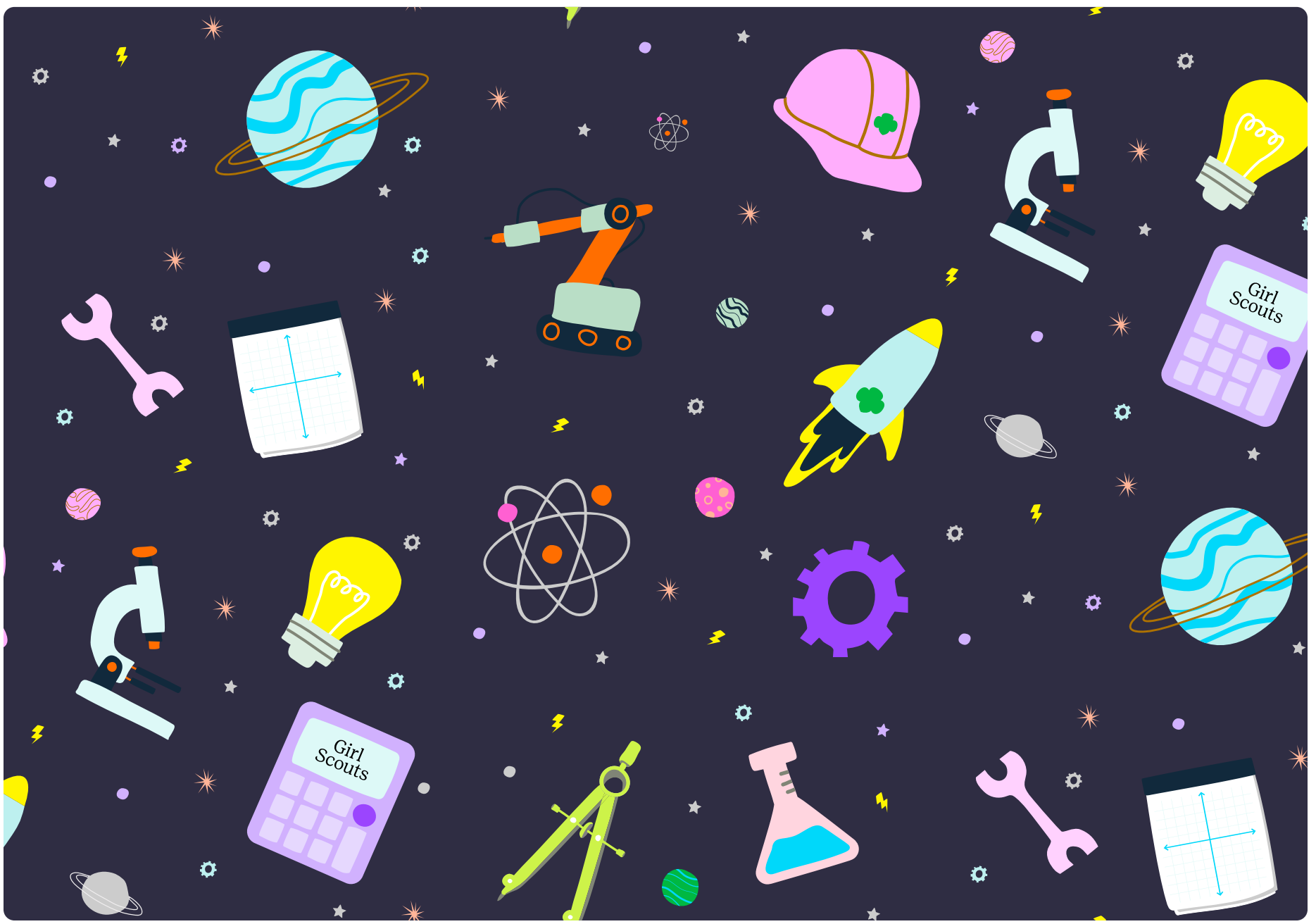
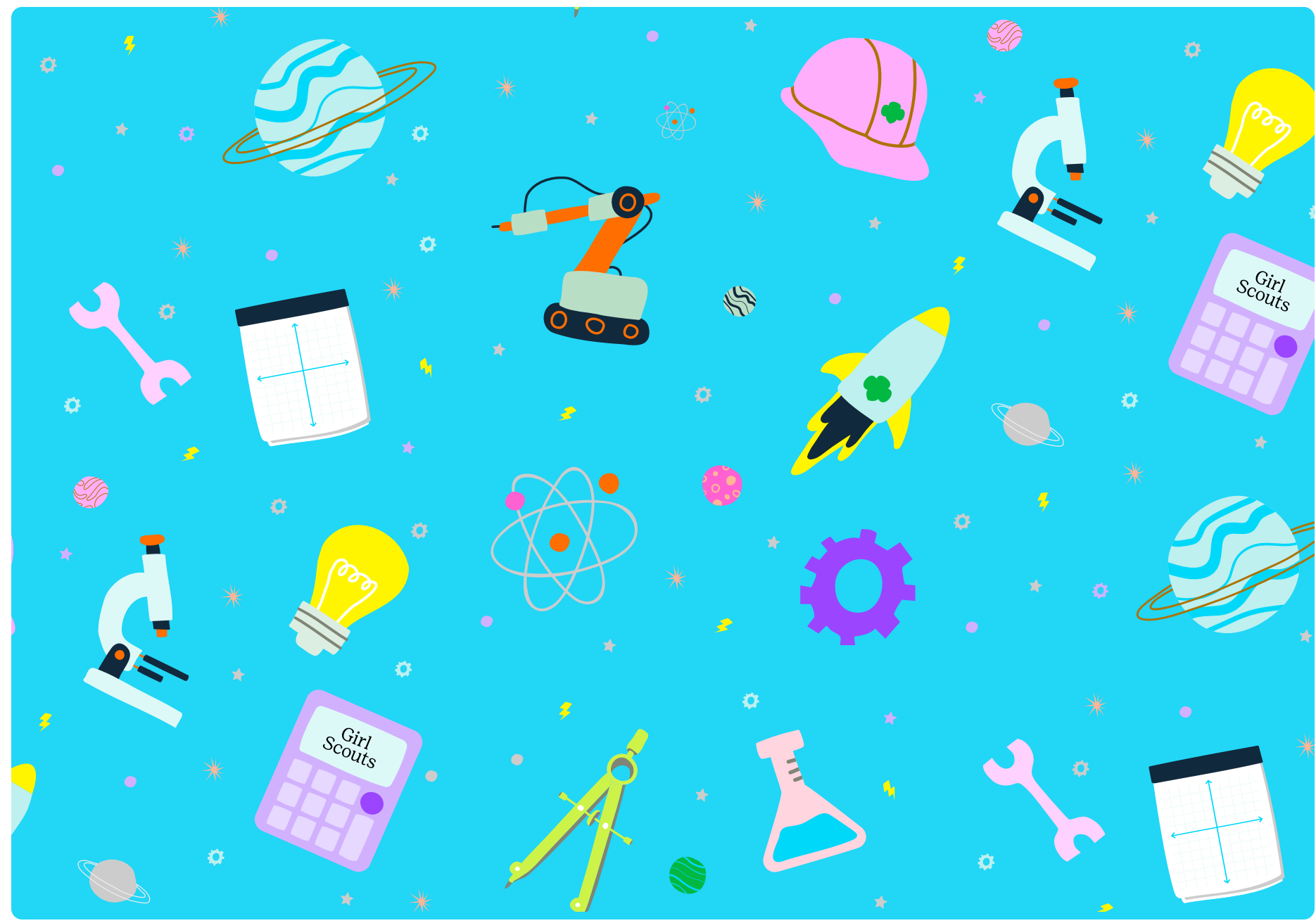
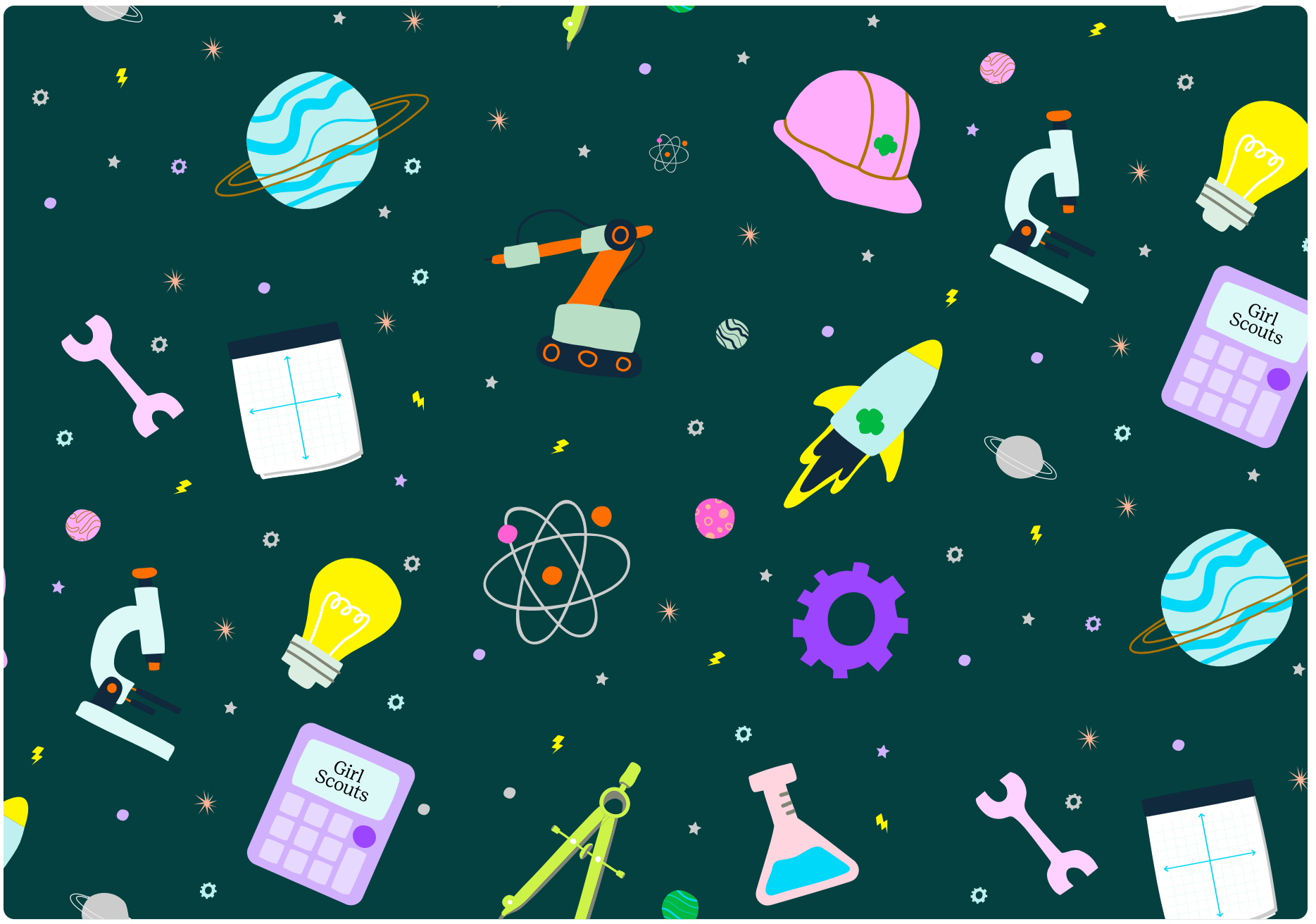
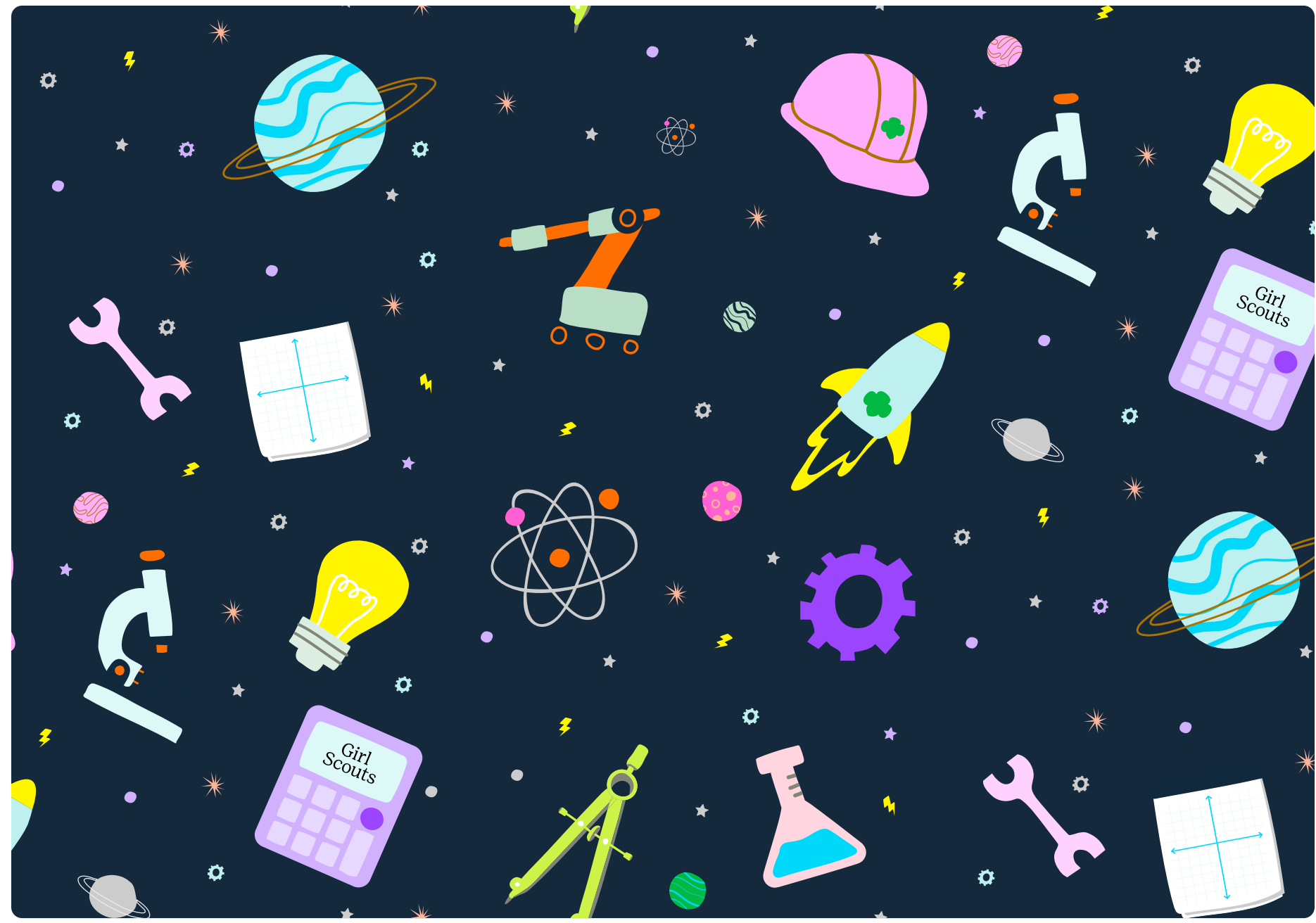


# STEM Core Pattern

The core STEM pattern is made up of objects and subjects that relate to STEM. The core STEM pattern works best with dark or vibrant, cool backgrounds, as shown on this page.

Background examples:  
Midnight, Hunter, Cyan, Indigo

These patterns are only for use on product.



# STEM Additional Patterns

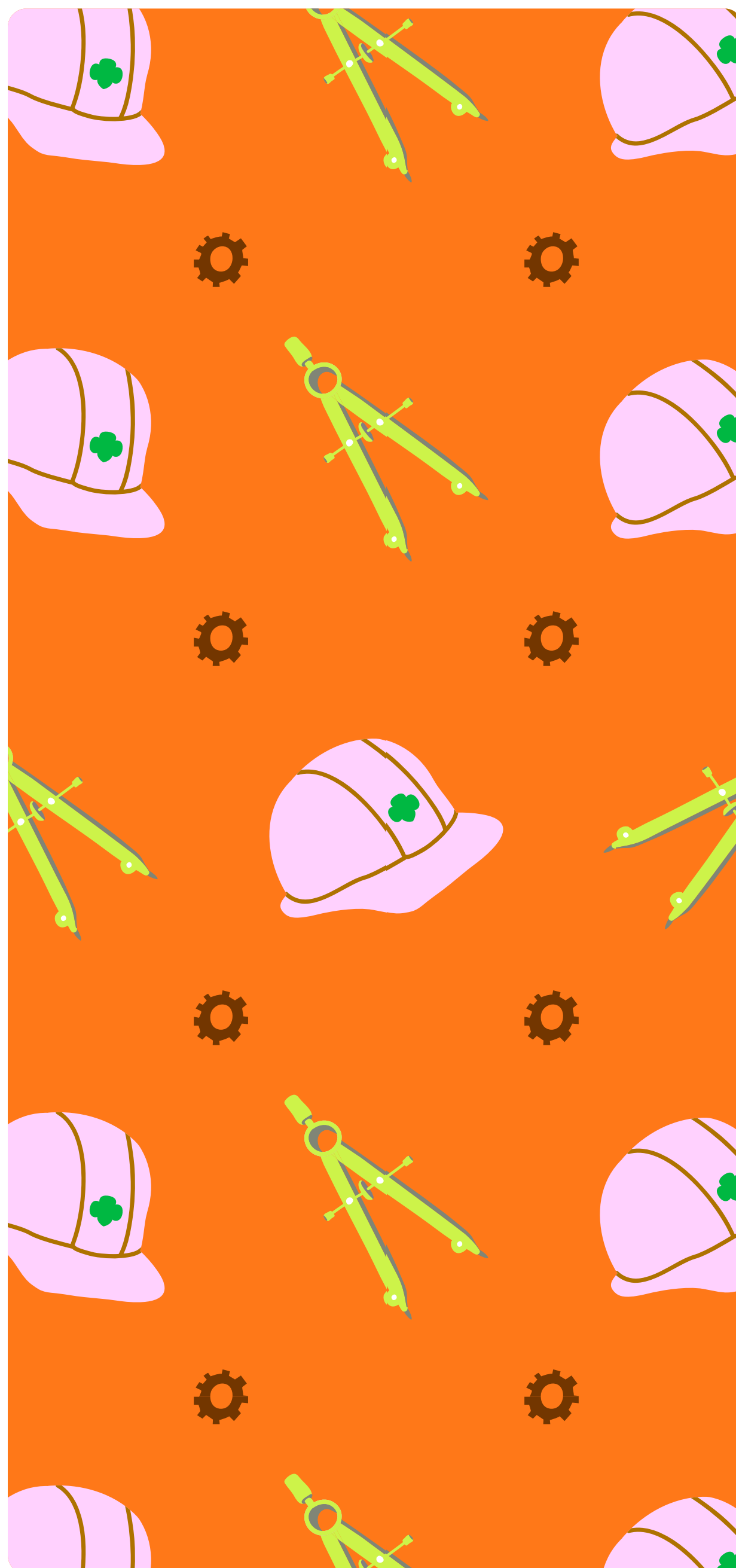
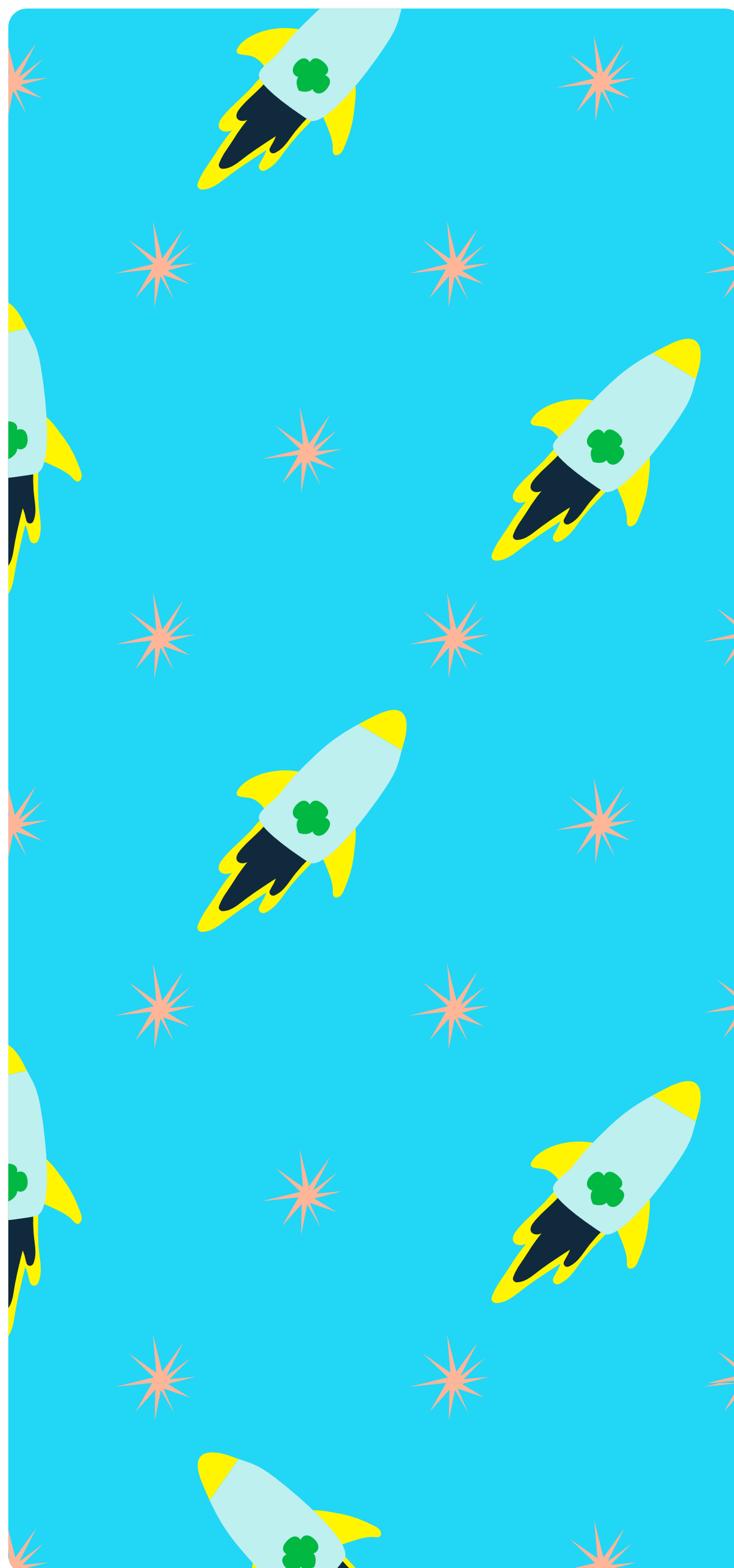
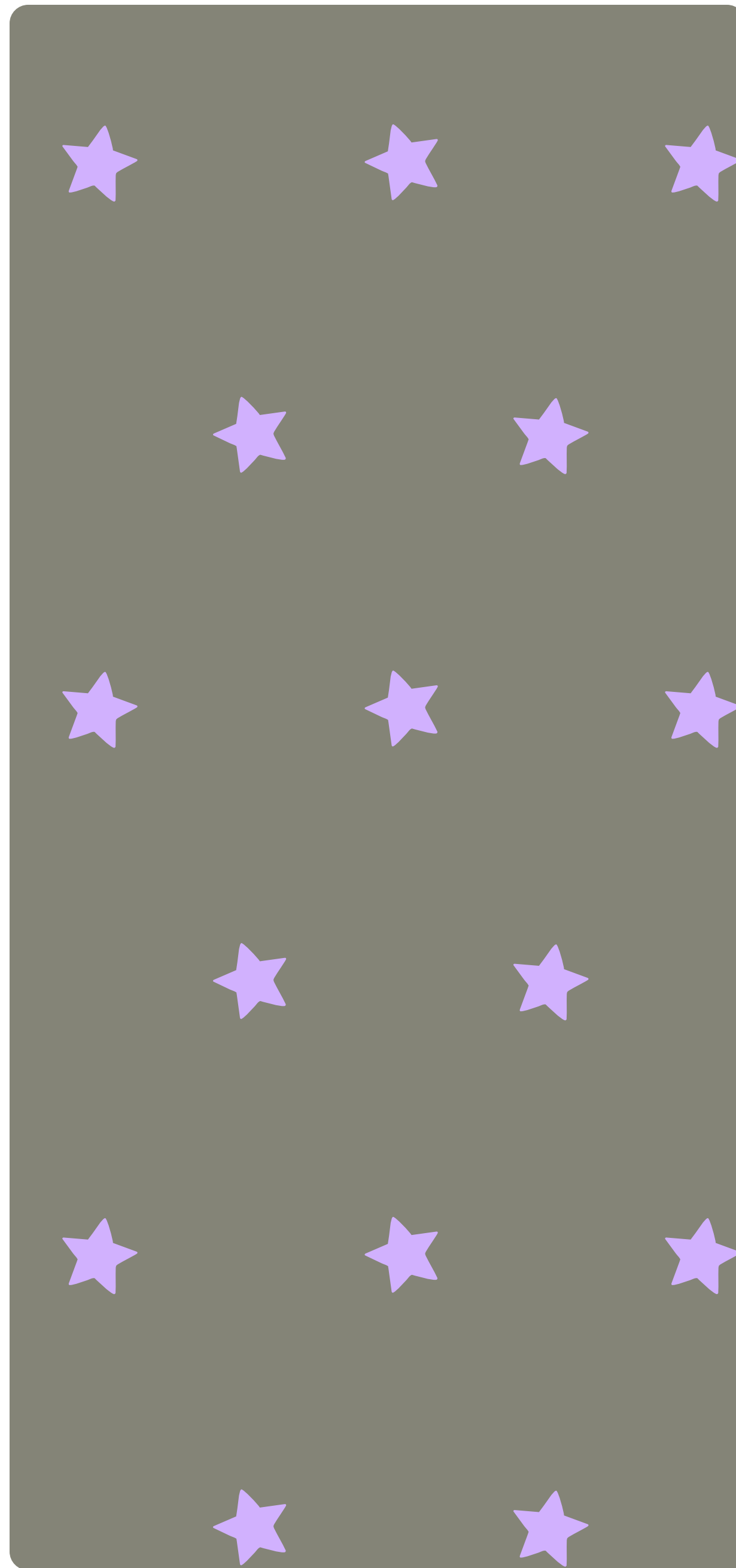
Additional patterns that relate to STEM can be created from one, two, or three illustrations.

A single illustration pattern is generally the least specific to Girl Scouts and should have additional identification of the brand through a tag or typography.

Two and three-element patterns can be tailored to a specific activity within STEM such as space or engineering. These patterns both must maintain at least one illustration with an association to Girl Scouts, such as the words “Girl Scouts” or the Trefoil in order to ensure brand recognition.

These patterns have more flexibility in background colors and can use any color from the product palette.

These patterns are only for use on product.





# STEM Pattern Examples

This page shows examples of STEM patterns in use. Notice the spectrum of tone that can be achieved through scale, color, and product selection. These variables will allow flexibility for each product to be tailored to the intended audience.



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# Outdoor Core Pattern

The core Outdoor pattern is made up of objects and subjects that relate to the outdoors. The core outdoor pattern works best with dark, or light, muted or neutral backgrounds as shown on this page.

Background examples:  
Sand, Hunter, Sea Foam, Walnut

These patterns are only for use on product.





# Outdoor Additional Patterns

Additional patterns that relate to the outdoors can be created from one, two, or three illustrations.

A single illustration pattern is generally the least specific to Girl Scouts and should have additional identification of the brand through a tag or typography.

Two and three-element patterns can be tailored to a specific activity within outdoors such as hiking or camping. These patterns both must maintain at least one illustration with an association to Girl Scouts, such as the words “Girl Scouts” or the Trefoil in order to ensure brand recognition.

These patterns have more flexibility in background colors and can use any color from the product palette.

These patterns are only for use on product.





# Outdoor Pattern Examples

This page shows examples of Outdoor patterns in use. Notice the spectrum of tone that can be achieved through scale, color, and product selection. These variables will allow flexibility for each product to be tailored to the intended audience.







# Life Skills Typographic Pattern

In addition to the core Life Skills pattern, patterns can be created out of the words “Girl Scouts” and a single illustration element, as shown on this page.

These patterns work best when the words “Girl Scouts” stands out from a pastel background.

“Girl Scouts” text can be a single color or multi-color, but all letters should be legible against the background.

Any font from the product toolkit is permitted for use within this pattern, but it must maintain a similar typographic treatment and repetition.

Background examples:  
Pearl, Taffy, Sand, Aqua

These patterns are only for use on product.





# Life Skills Pattern Examples

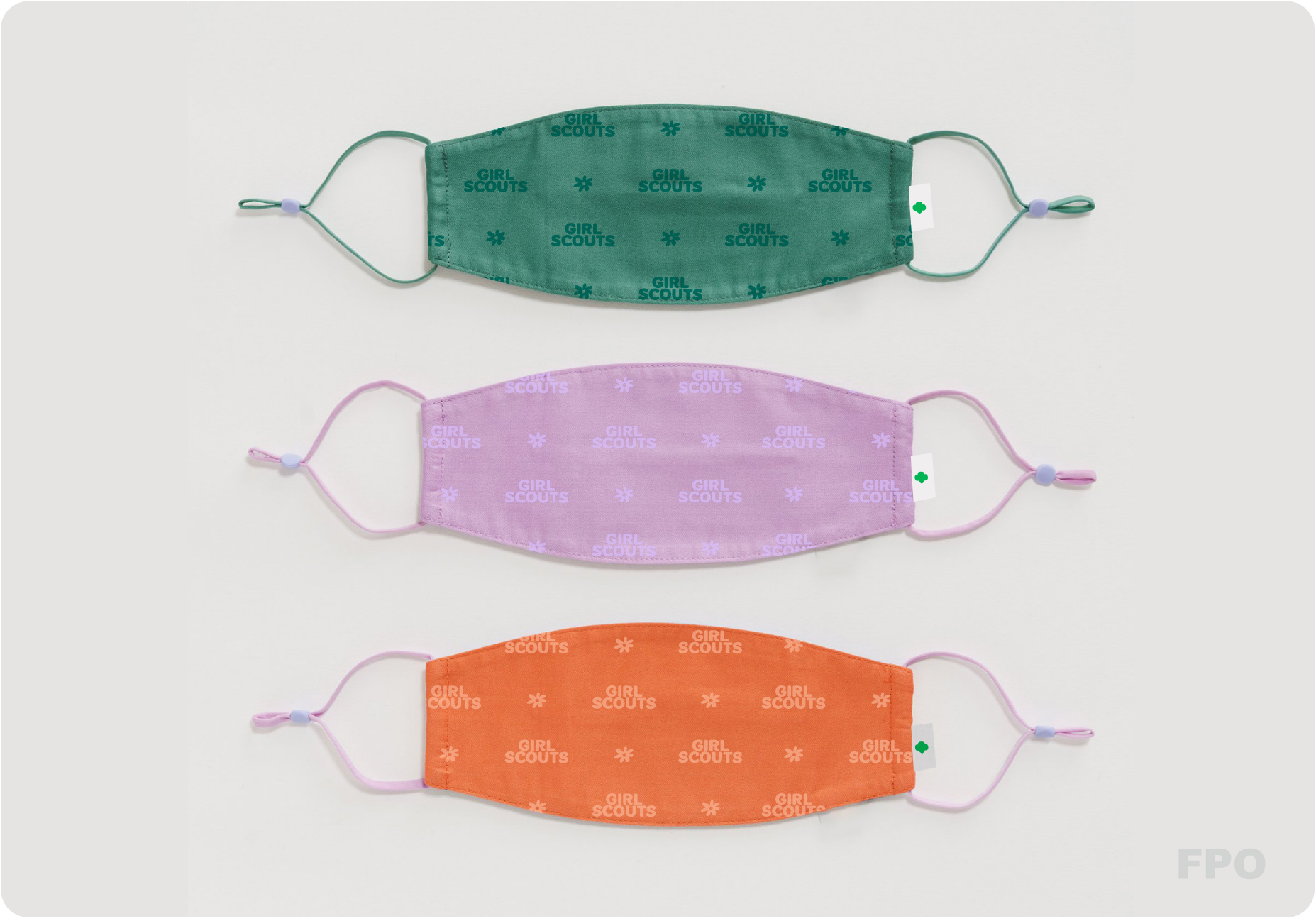
This page shows examples of Life Skills patterns in use. Notice the spectrum of tone that can be achieved through scale, color, and product selection. These variables will allow flexibility for each product to be tailored to the intended audience.



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FPO



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# Pattern Scale

Patterns can be recreated at various scales and distribution. This page shows a variety of combinations:

**Scale & Distribution:**

- 1. Large and close
- 2. Small and spread out

**Repetition:**

- a. Geometric
- b. Random/Scattered

Any combination of these variables is permitted.





# Two Color Patterns

All patterns can be converted into two color patterns. Use negative space to maintain the definition of each illustration.

Reducing the amount of color in a pattern often can age up patterns to appeal to older girls. Color pairings are very flexible, for further guidance on selecting color pairings see pages 68 and 69.





# Agnostic Patterns

Agnostic patterns are non-illustrative patterns that are designed to have flexibility and broad appeal.

These patterns can be paired with the Trefoil, typography, illustrations, or complimentary illustrative patterns.



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# Agnostic Patterns Overview

There are four types of agnostic patterns in our toolkit:

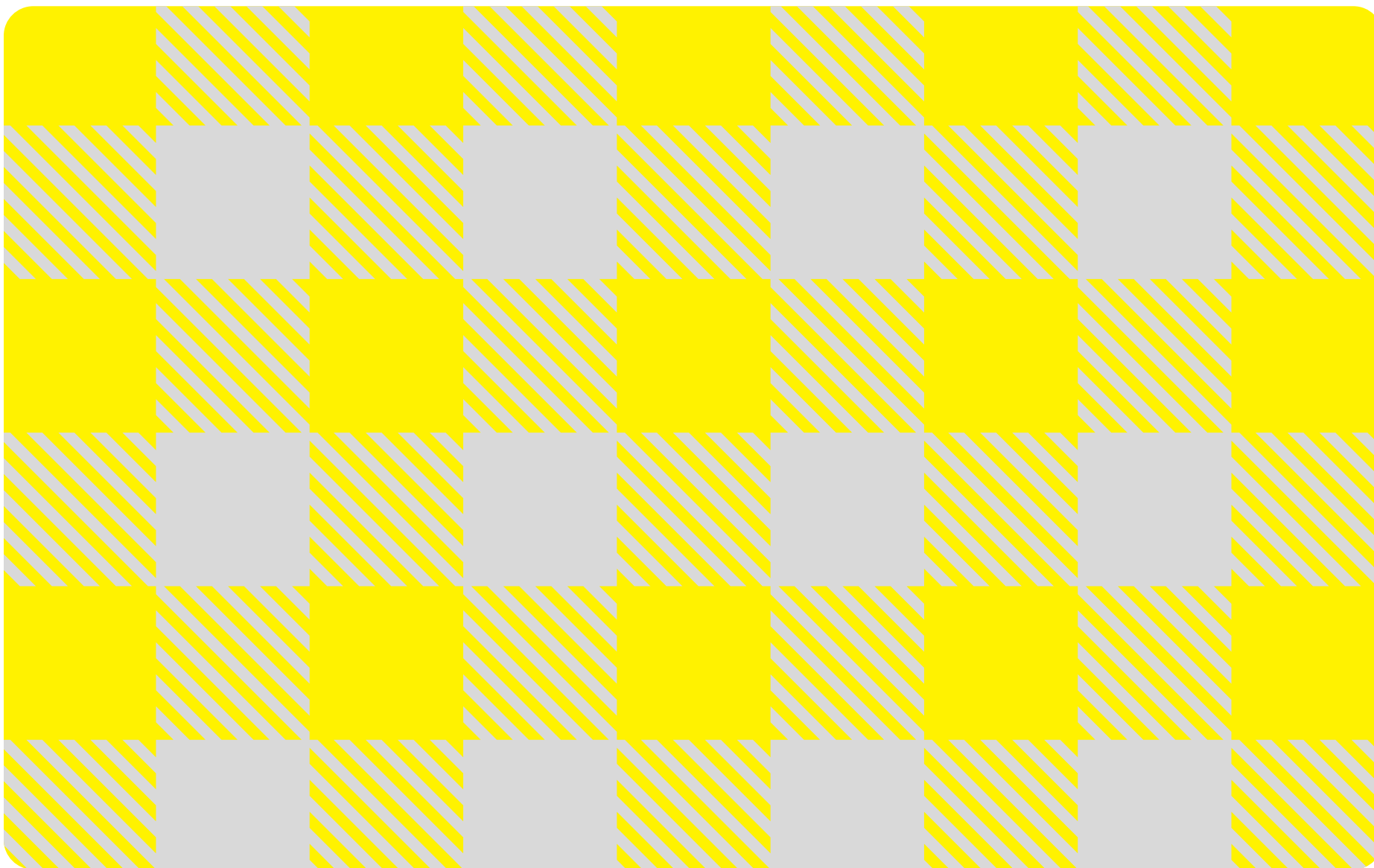
- Stripes
- Plaid
- Dots
- Checker

These patterns are only for use on product.

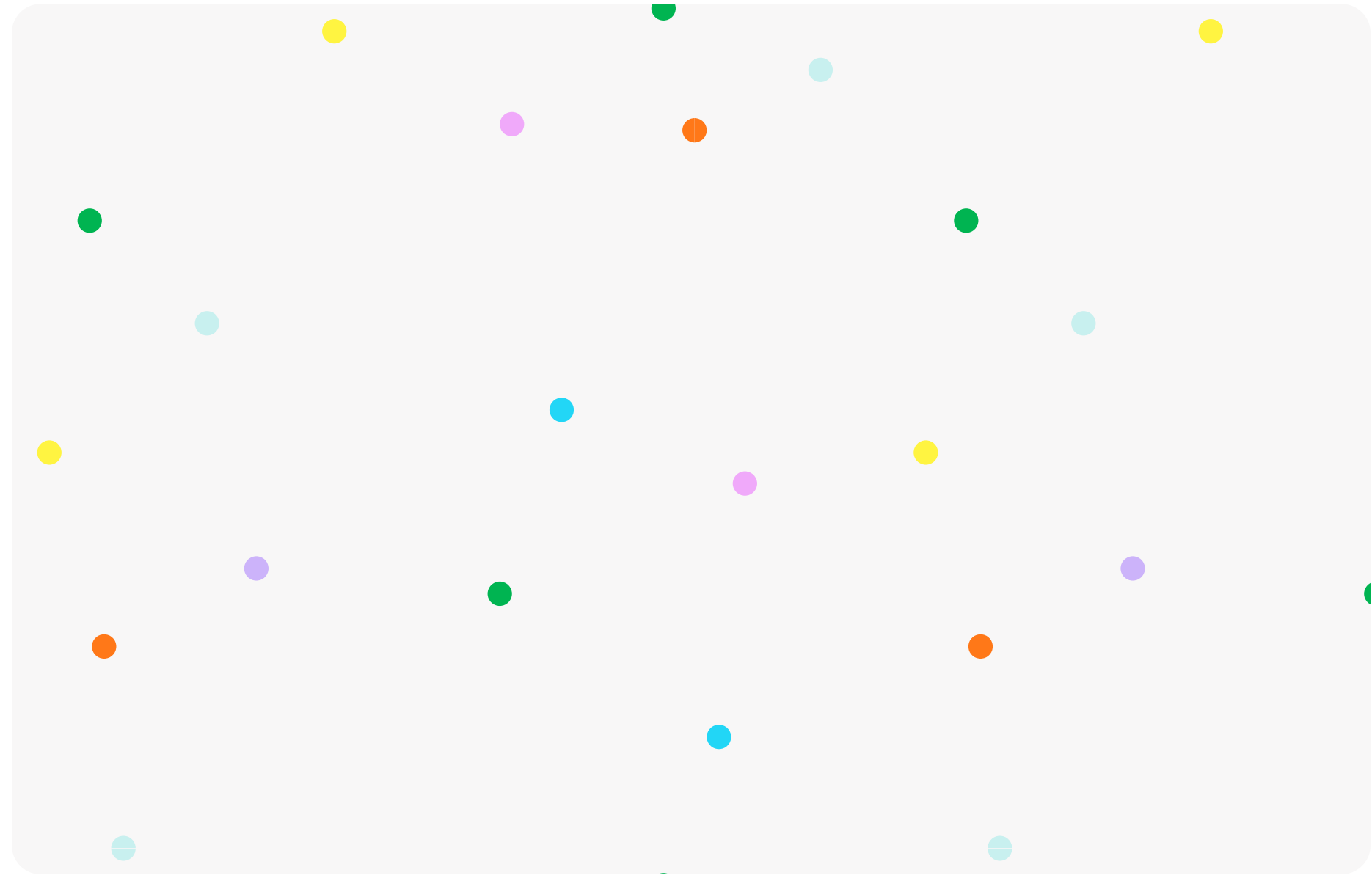
Stripes



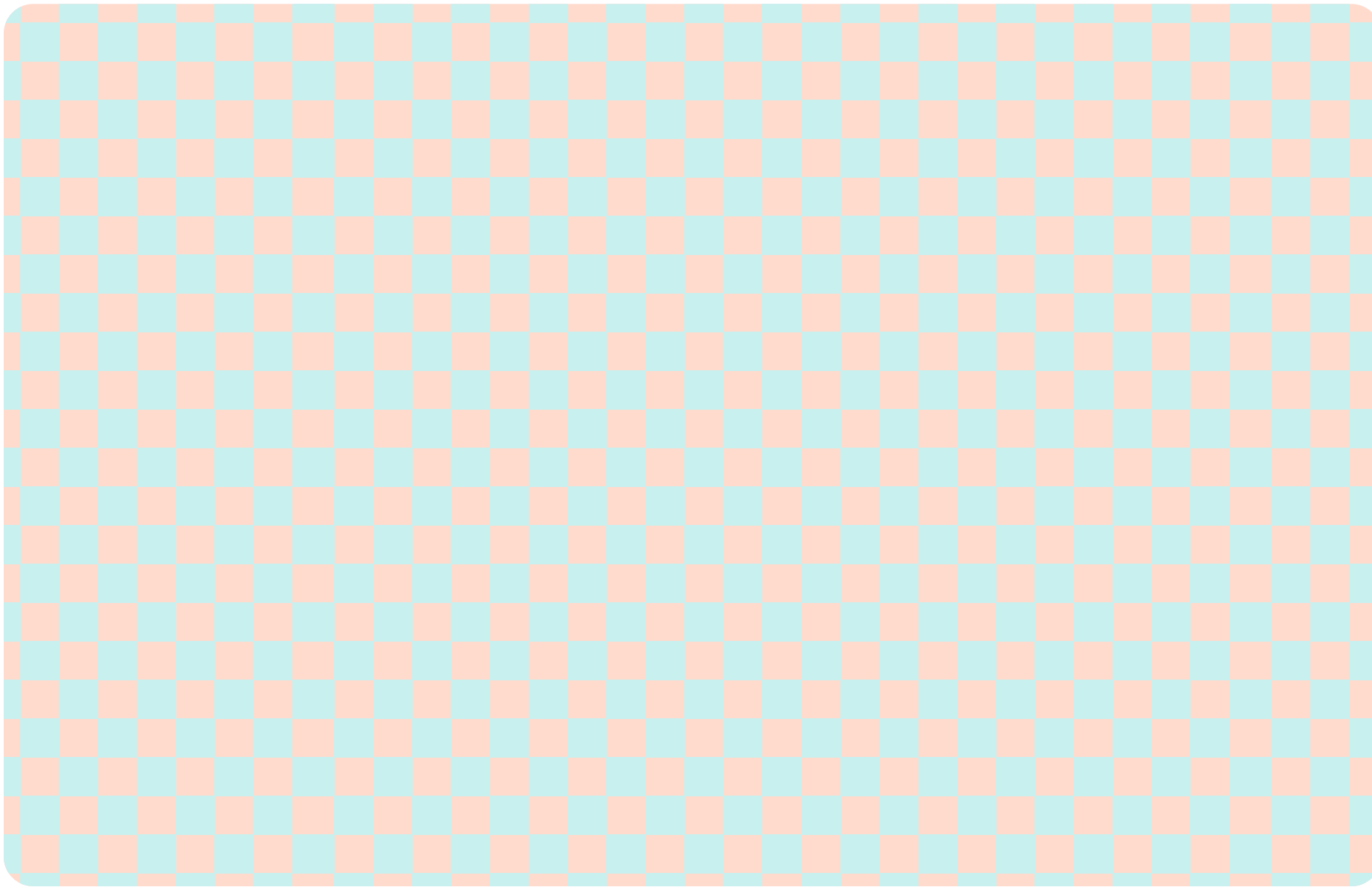
Plaid



Dots



Checker





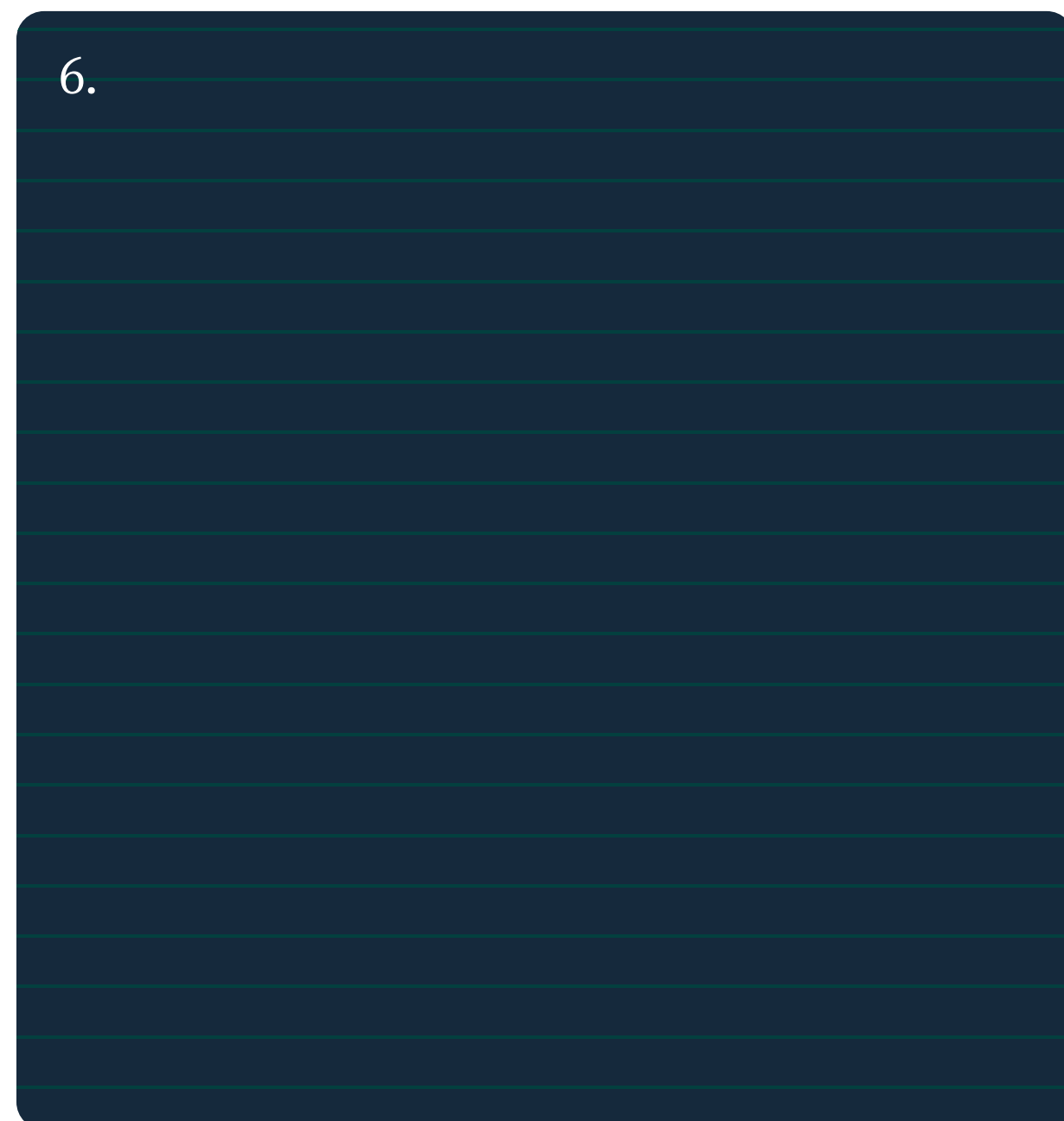
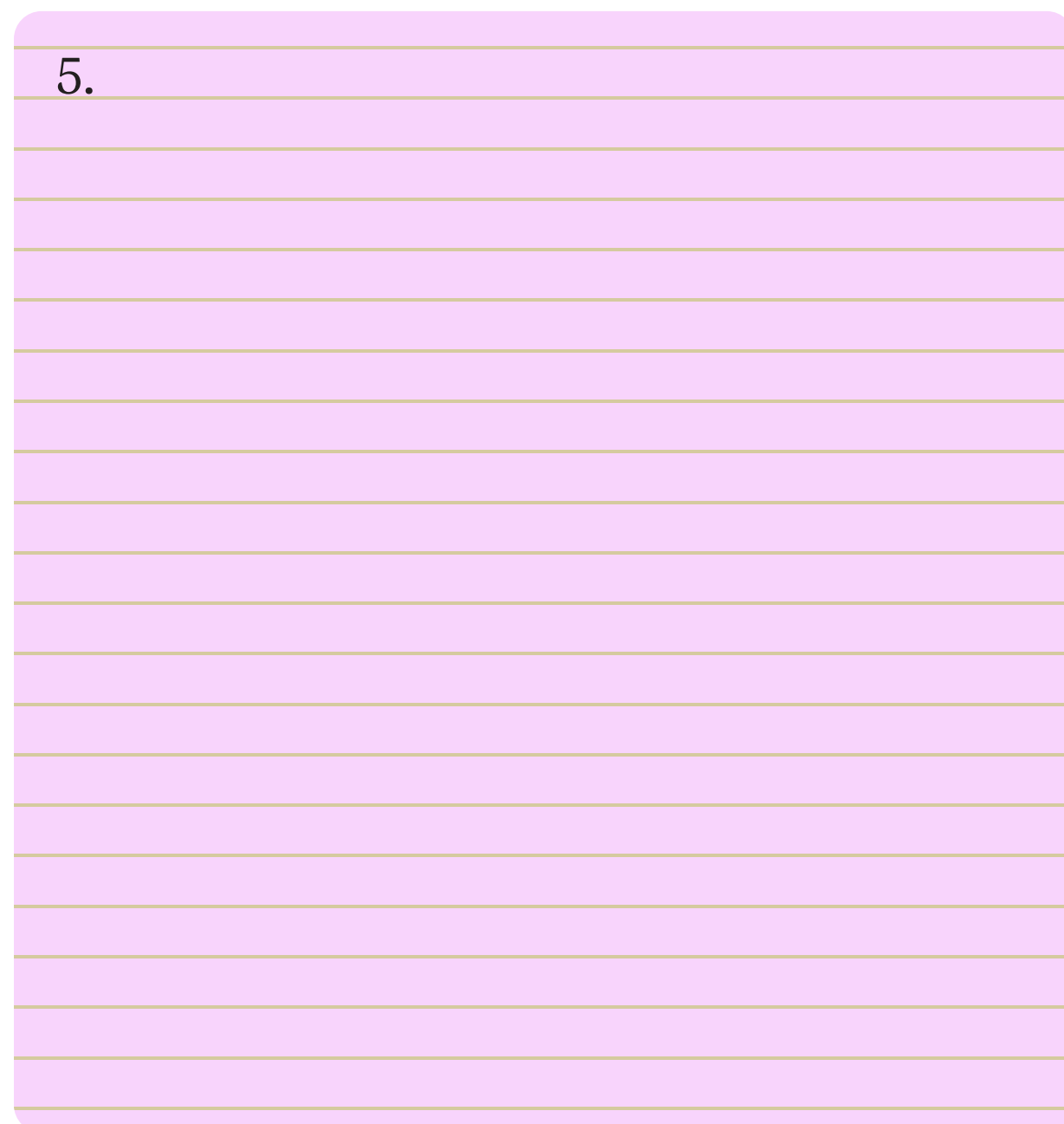
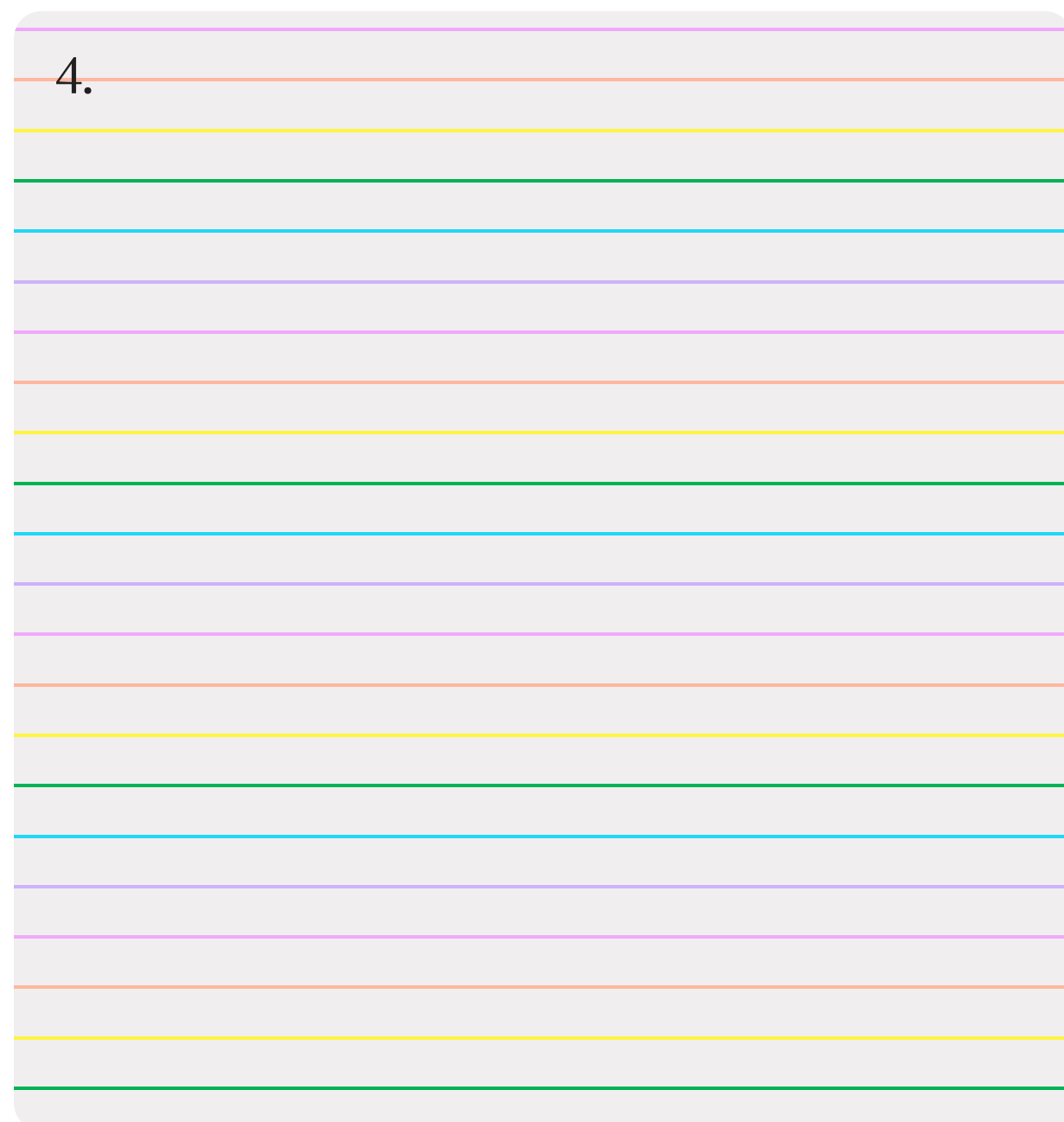
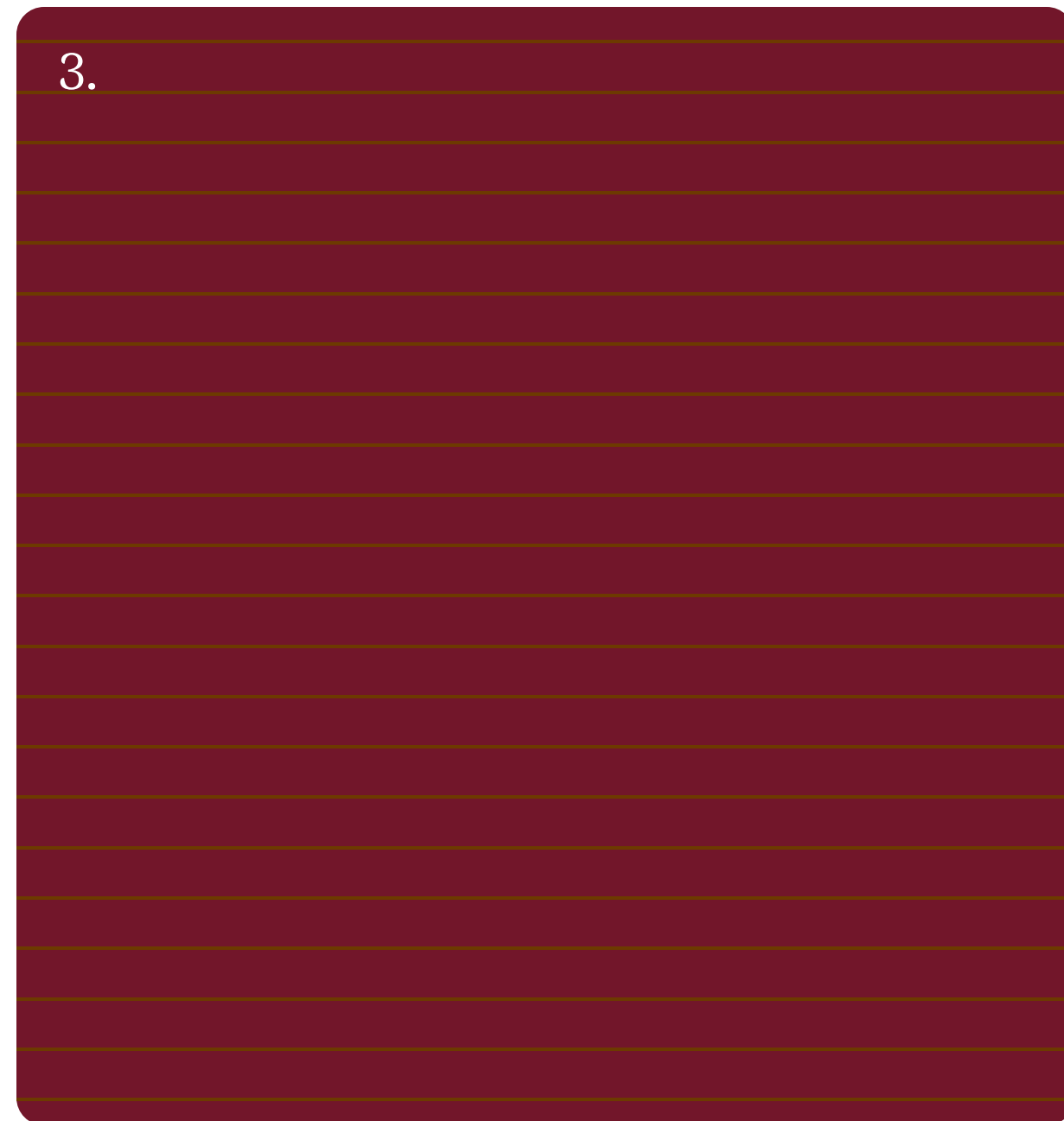
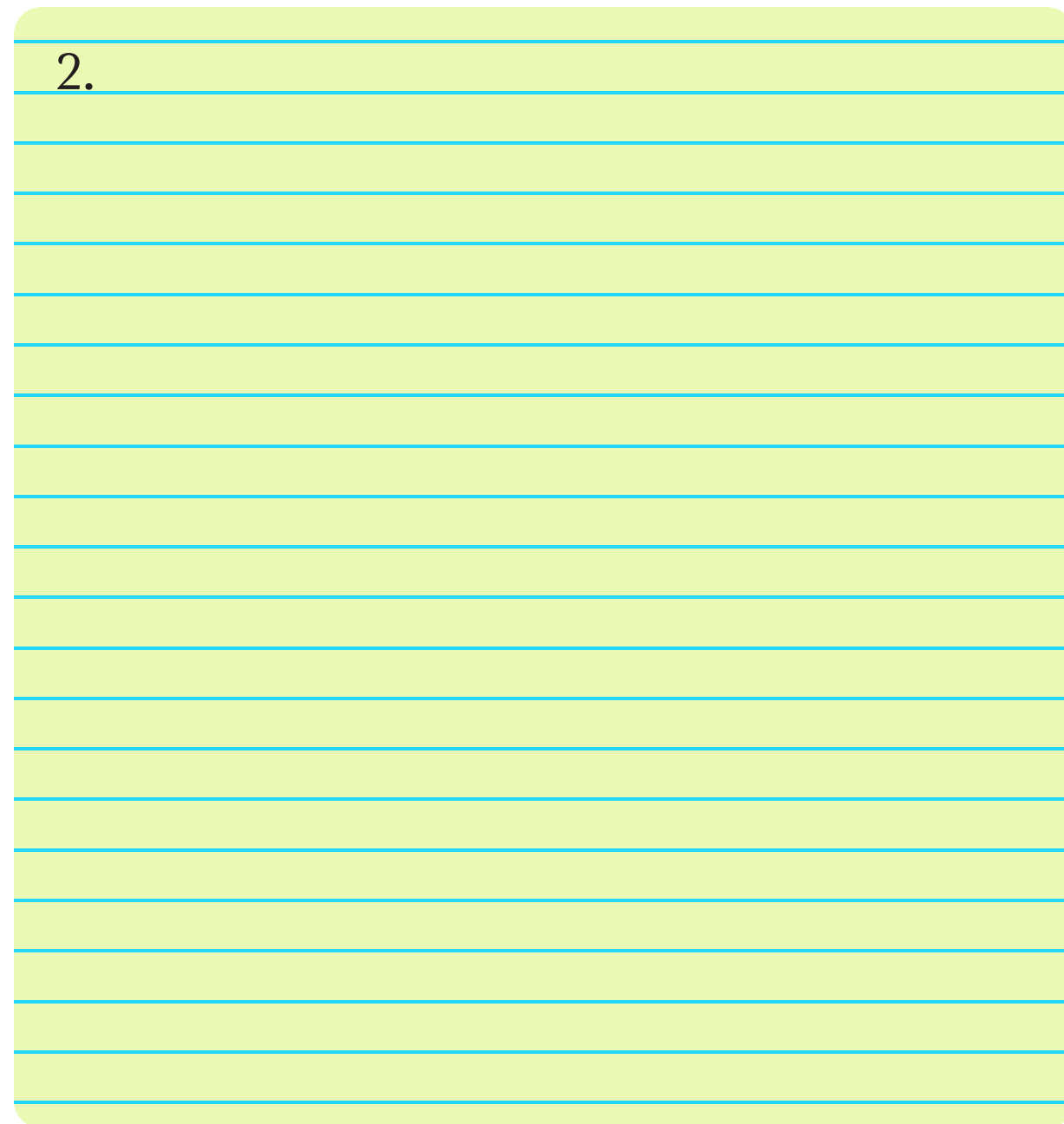
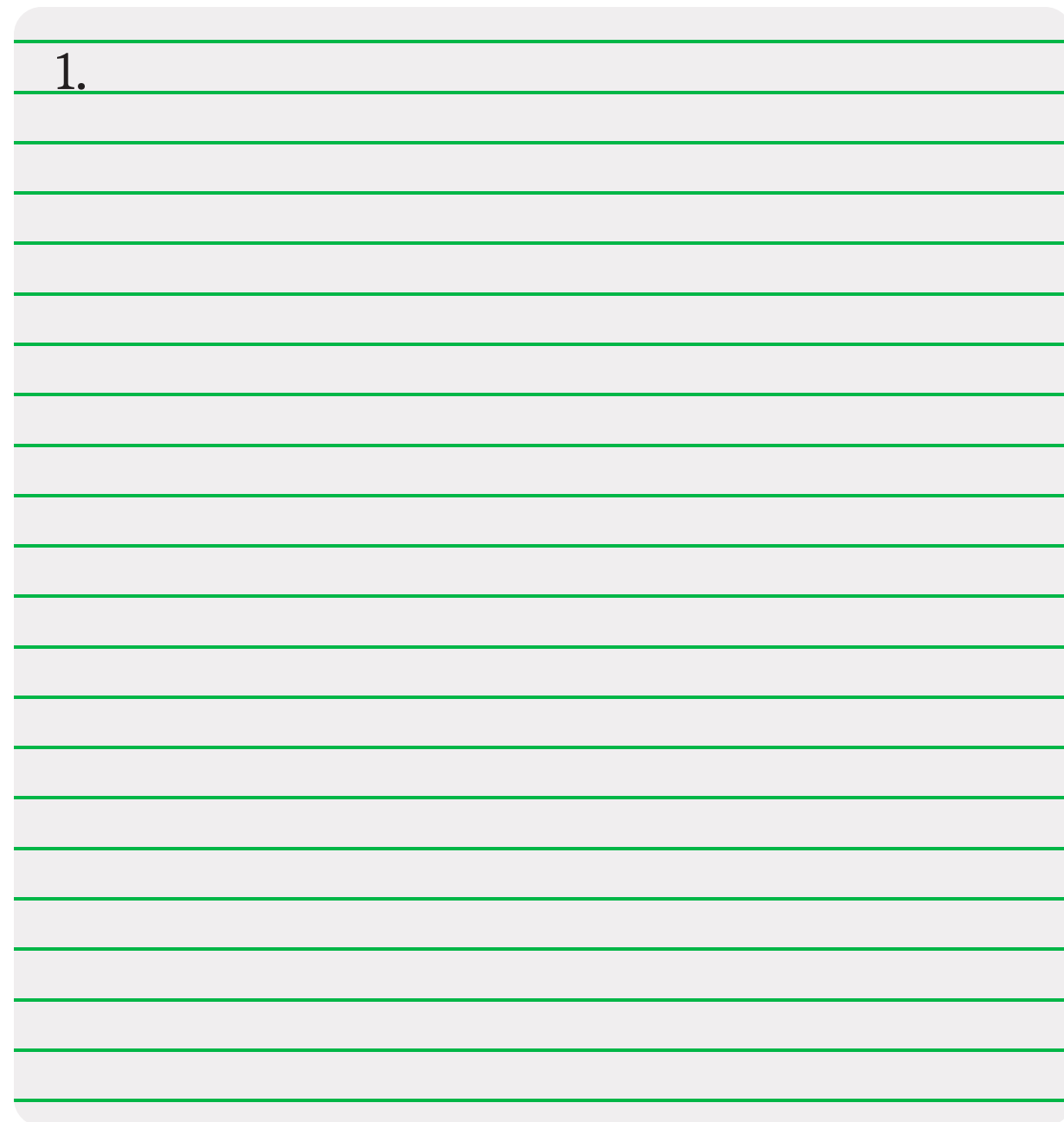
# Agnostic Patterns Stripes

Stripes can be thin lines with loose spacing, as shown here.

This page represents a starting point for color pairings that appeal to a broad spectrum of age groups.

- Color Index:
- 1. Pearl/Girl Scouts Green
  - 2. Lime/Cyan
  - 3. Maroon/Walnut
  - 4. Pearl/Flamingo/Tangerine/Sunshine/  
Girl Scouts Green/Cyan/Lilac
  - 5. Taffy/Khaki
  - 6. Midnight/Hunter

These patterns are only for use on product.





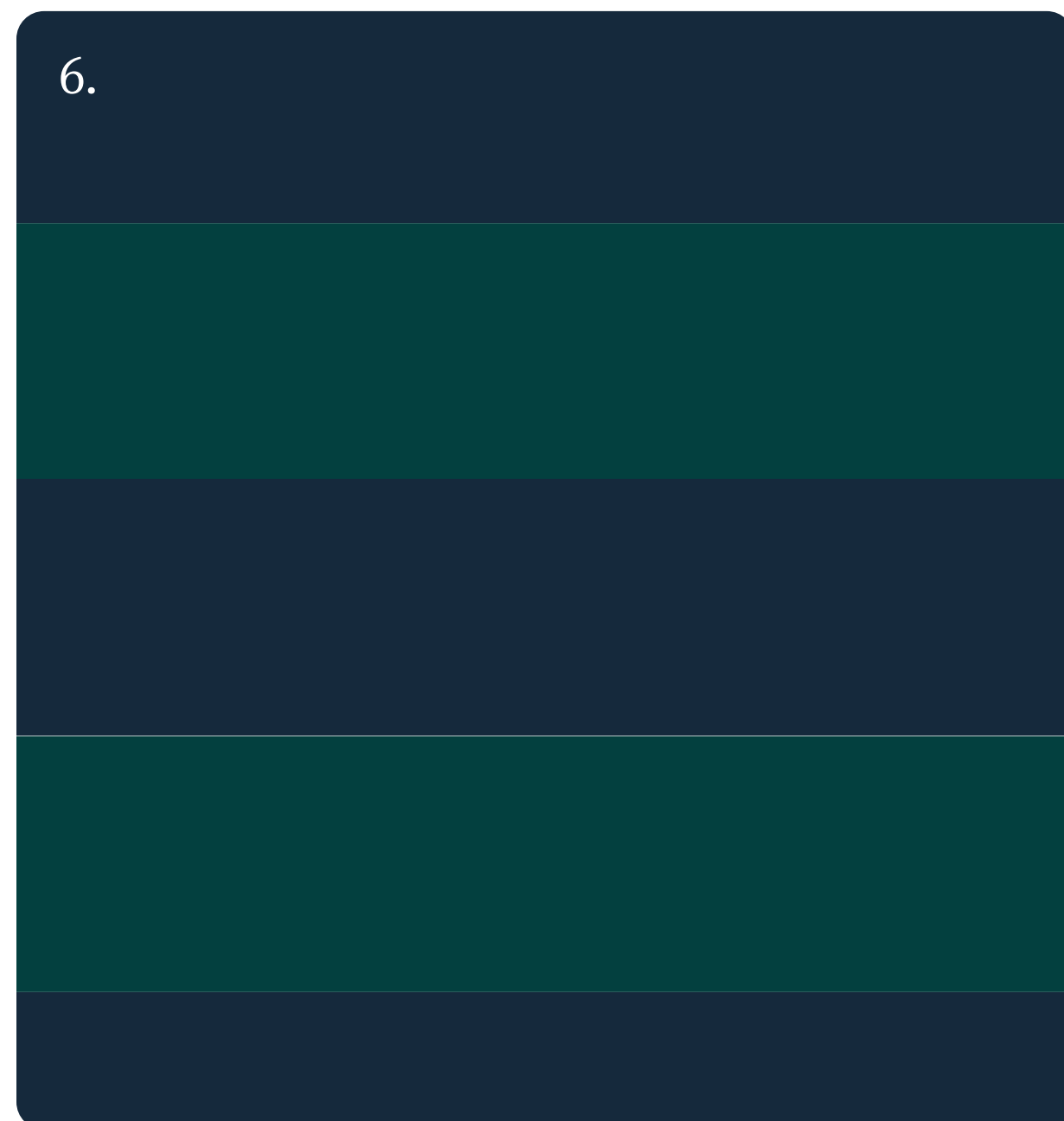
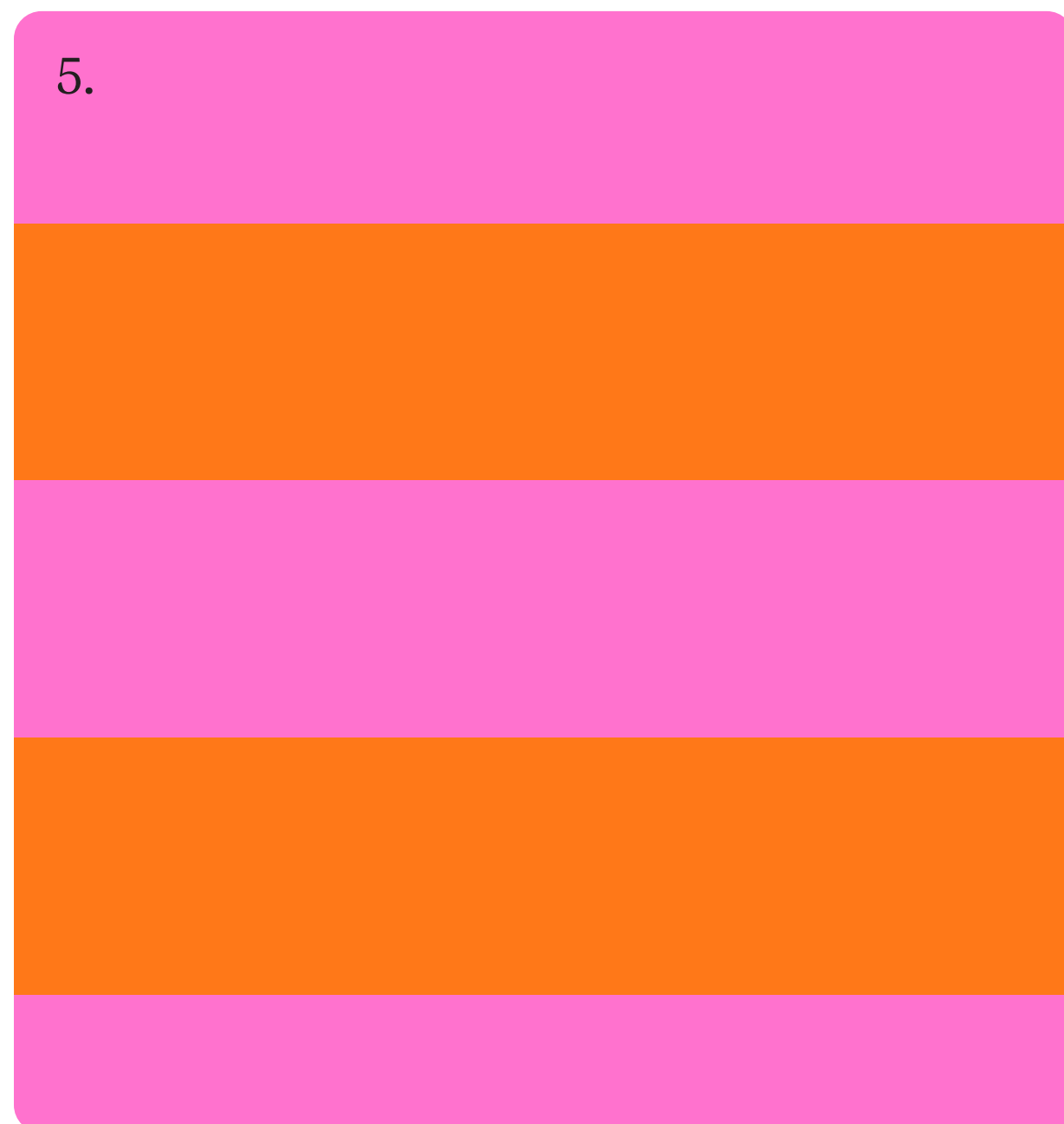
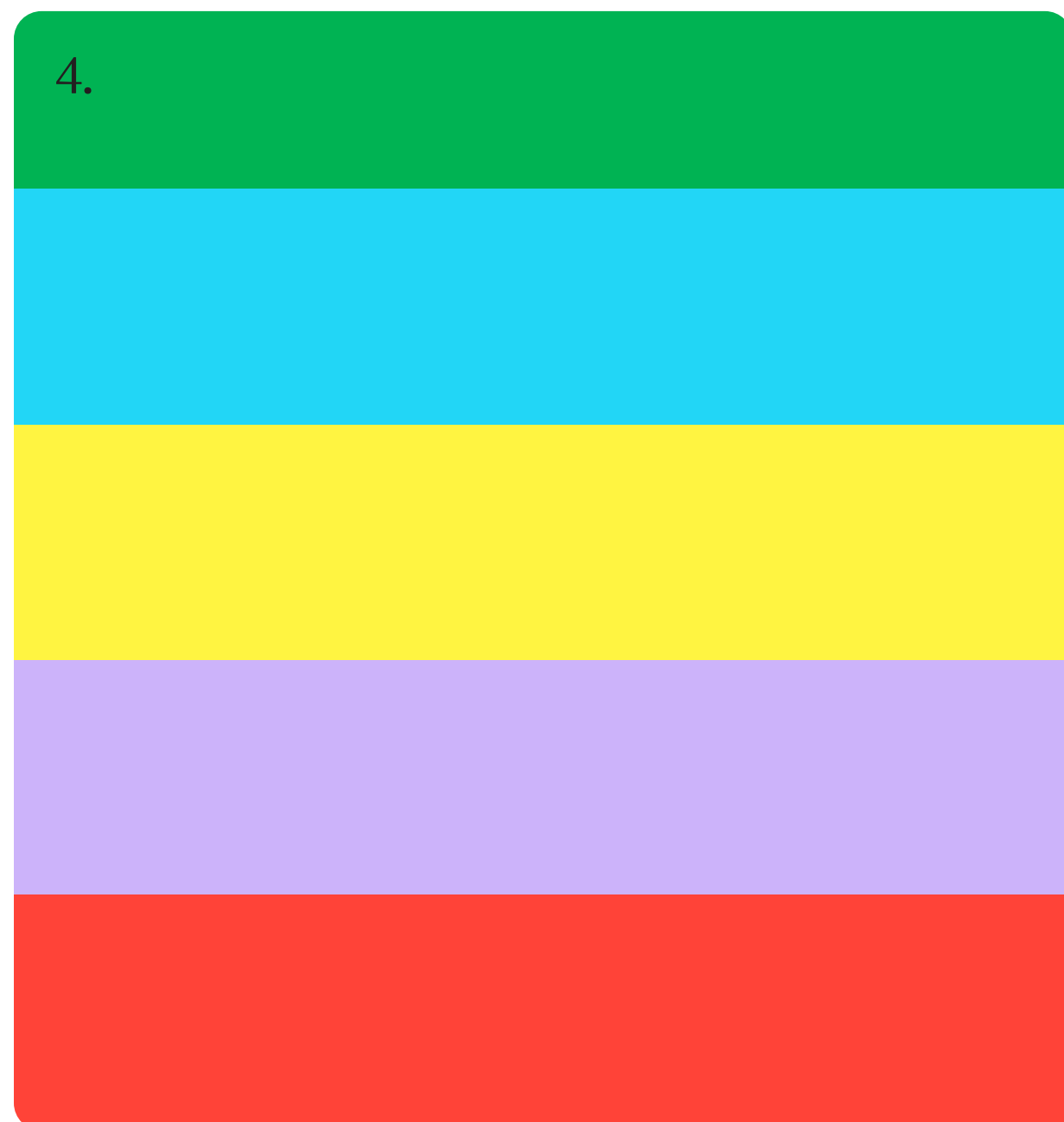
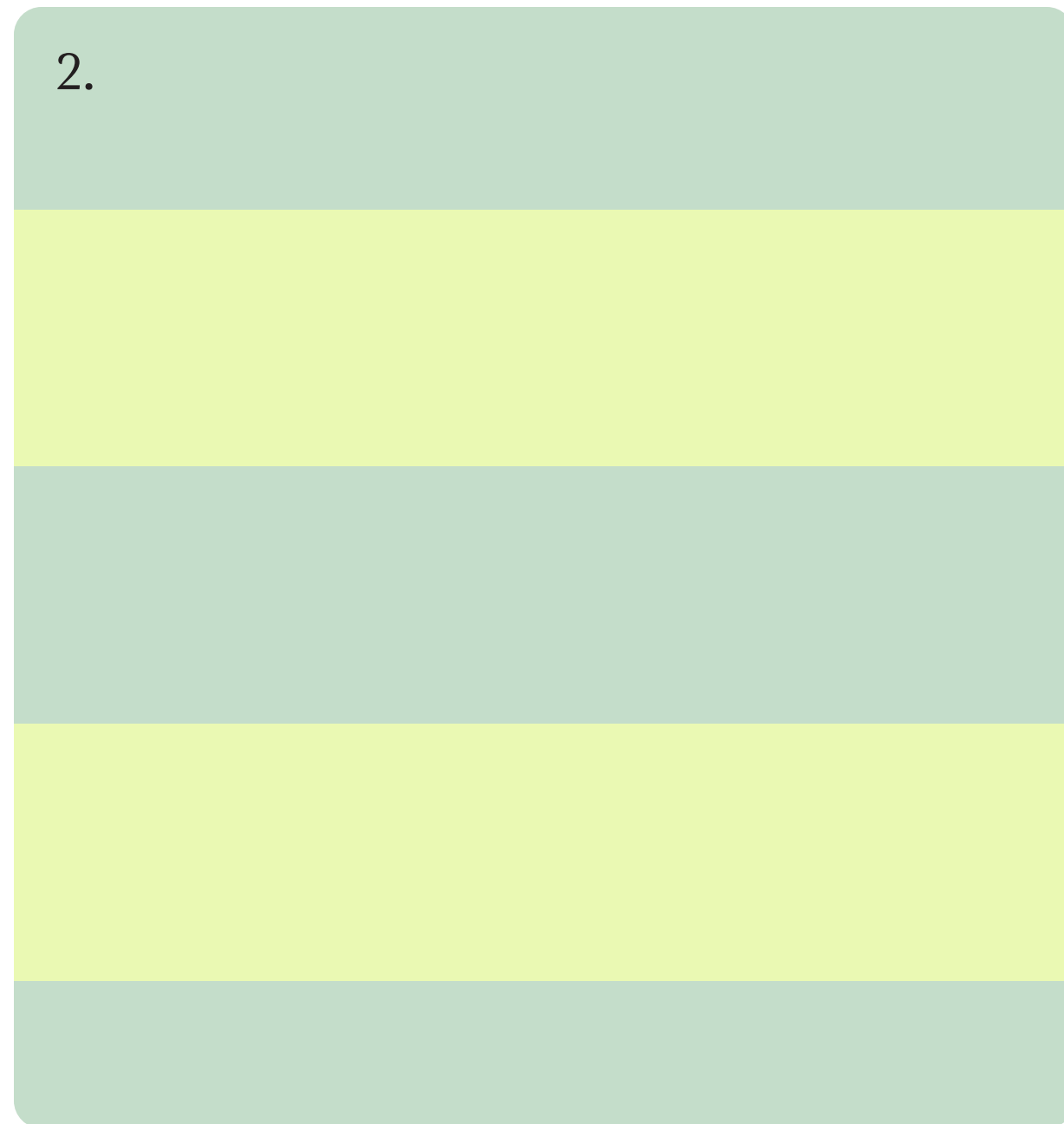
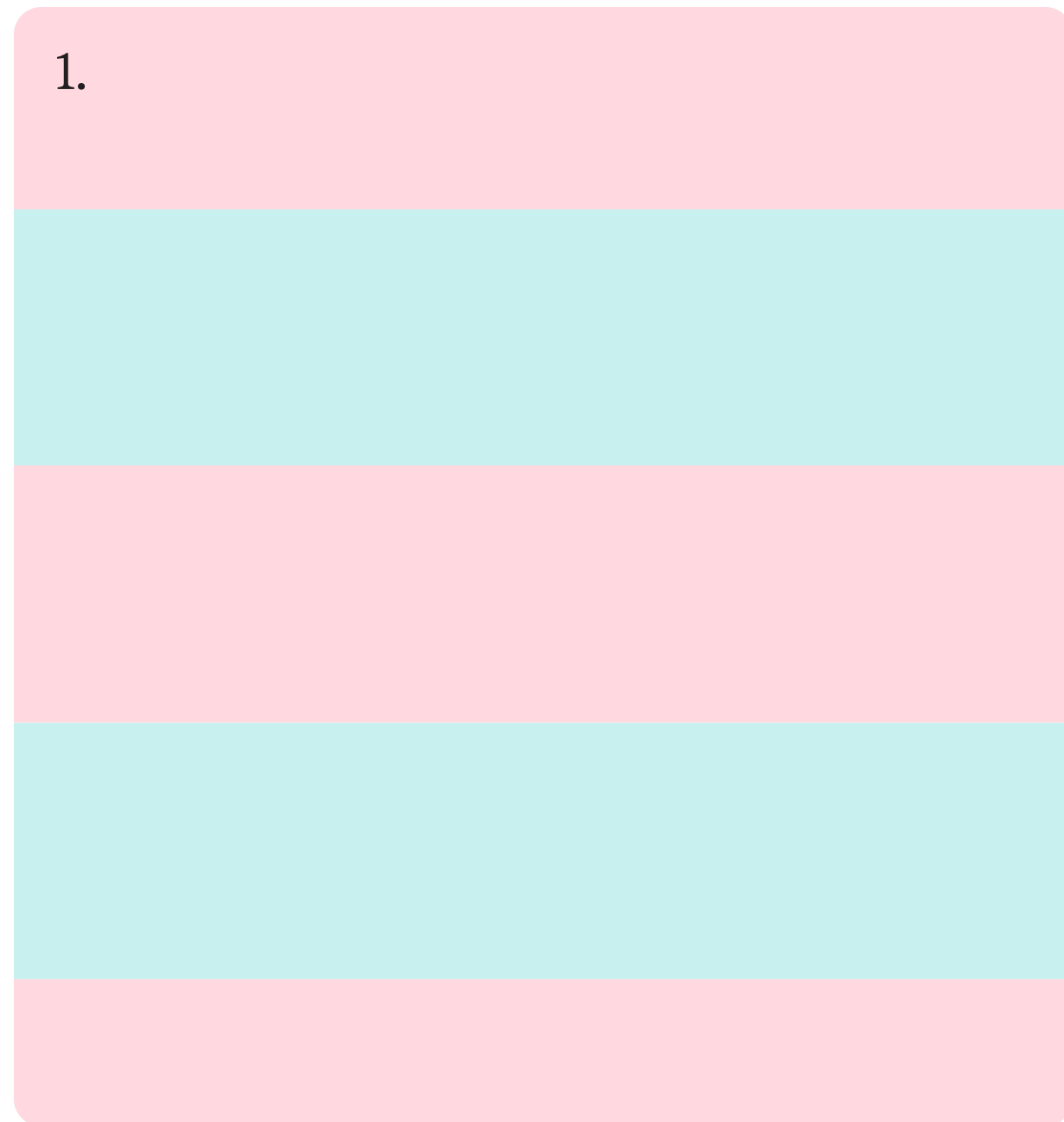
# Agnostic Patterns Stripes

Stripes can also be thick and evenly distributed.

This page represents a starting point for color pairings that appeal to a broad spectrum of age groups.

- Color Index:
- 1. Blush/Aqua
  - 2. Sea Foam/Lime
  - 3. Maroon/Walnut
  - 4. Poppy/Lilac/Sunshine/Cyan/  
Girl Scouts Green
  - 5. Flamingo/Tangerine
  - 6. Hunter/Midnight

These patterns are only for use on product.





# Agnostic Patterns

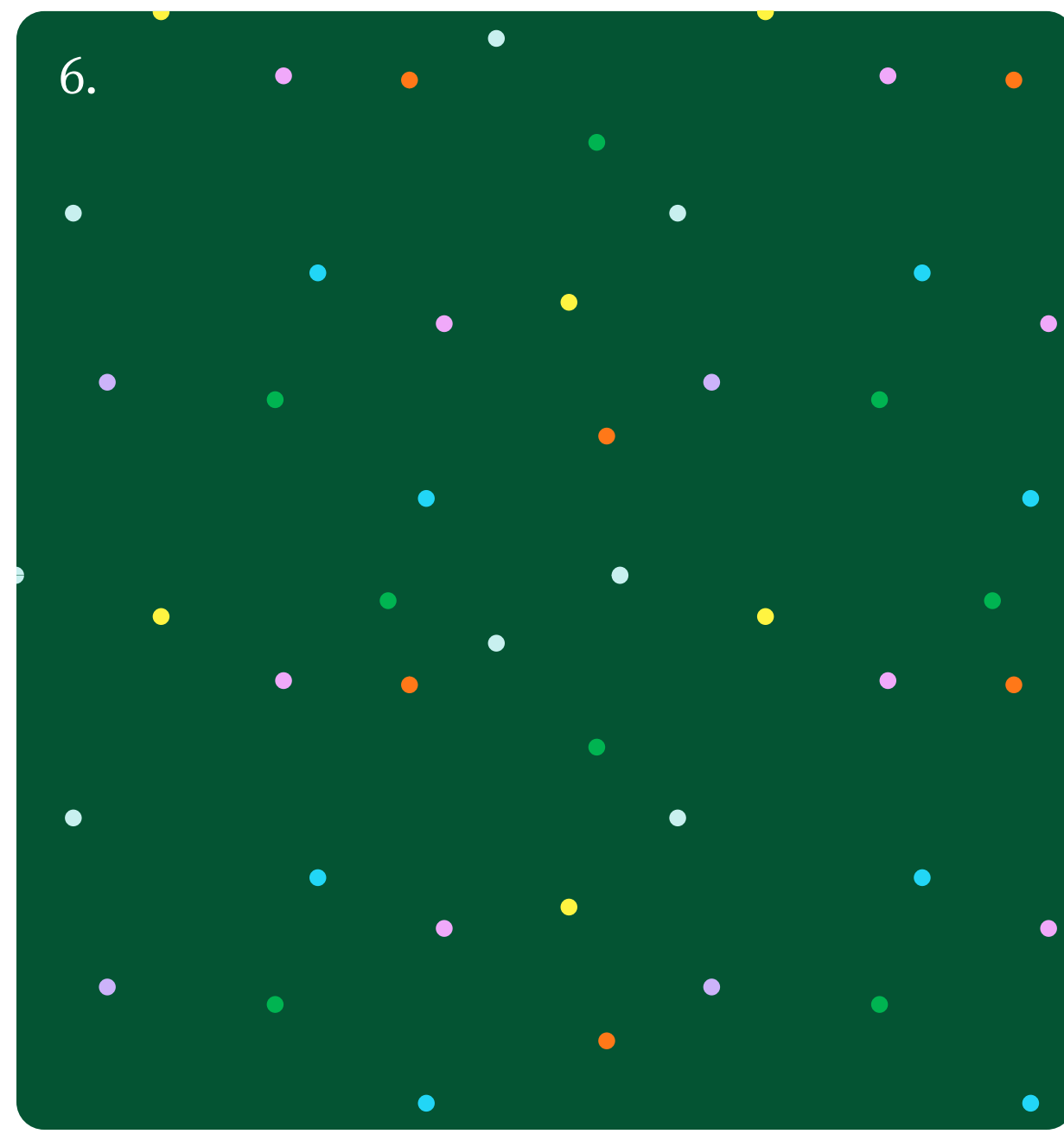
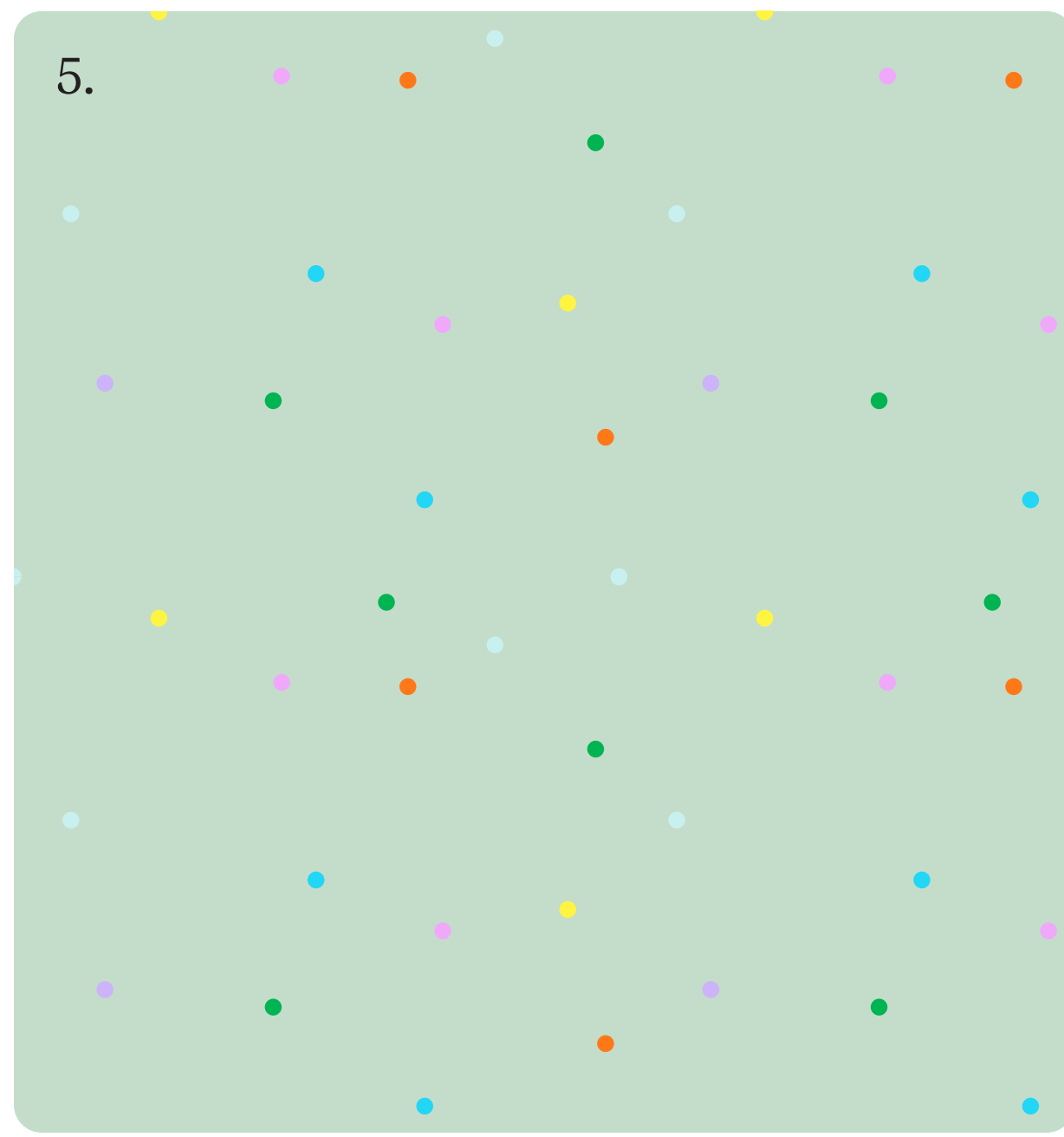
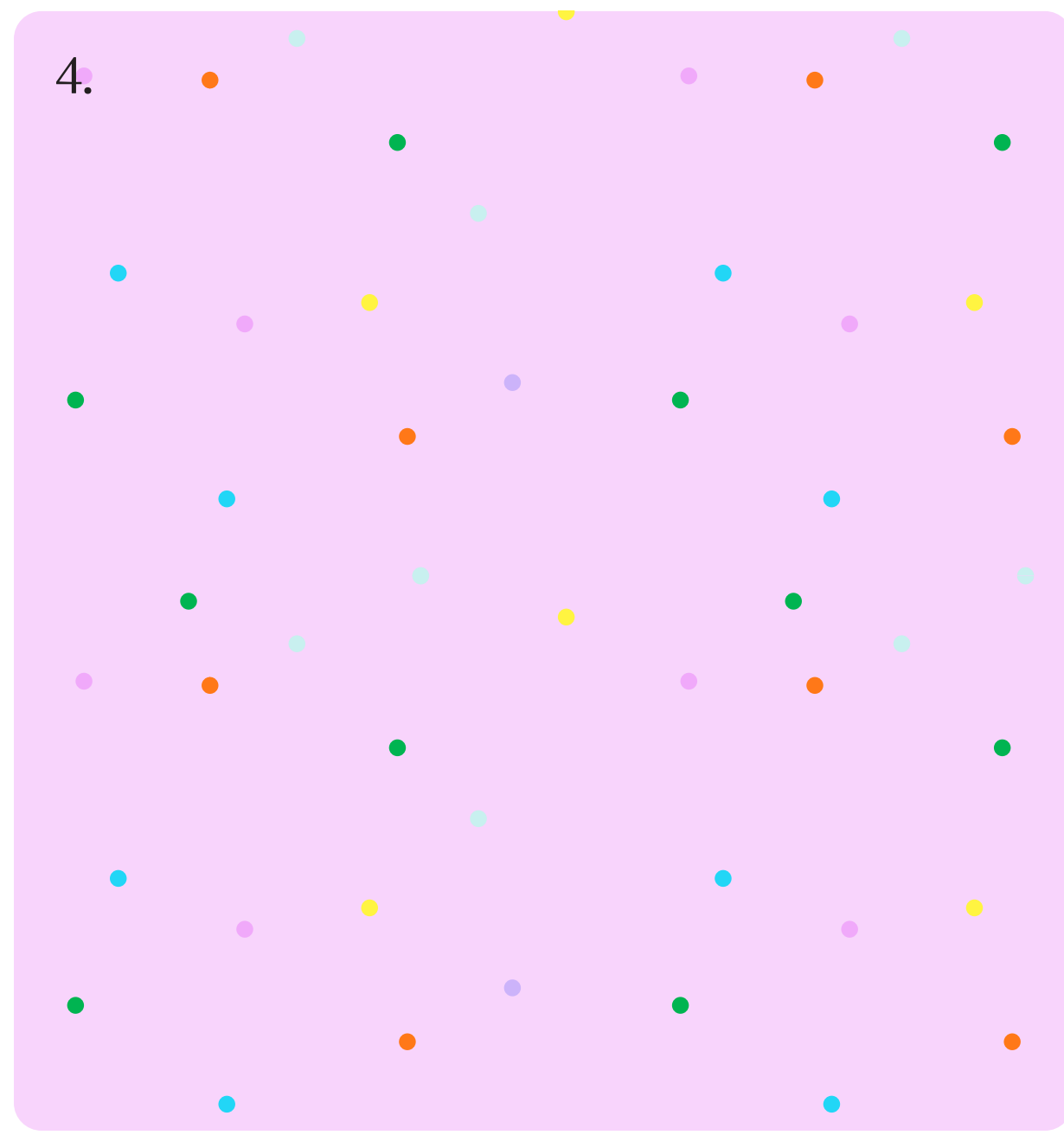
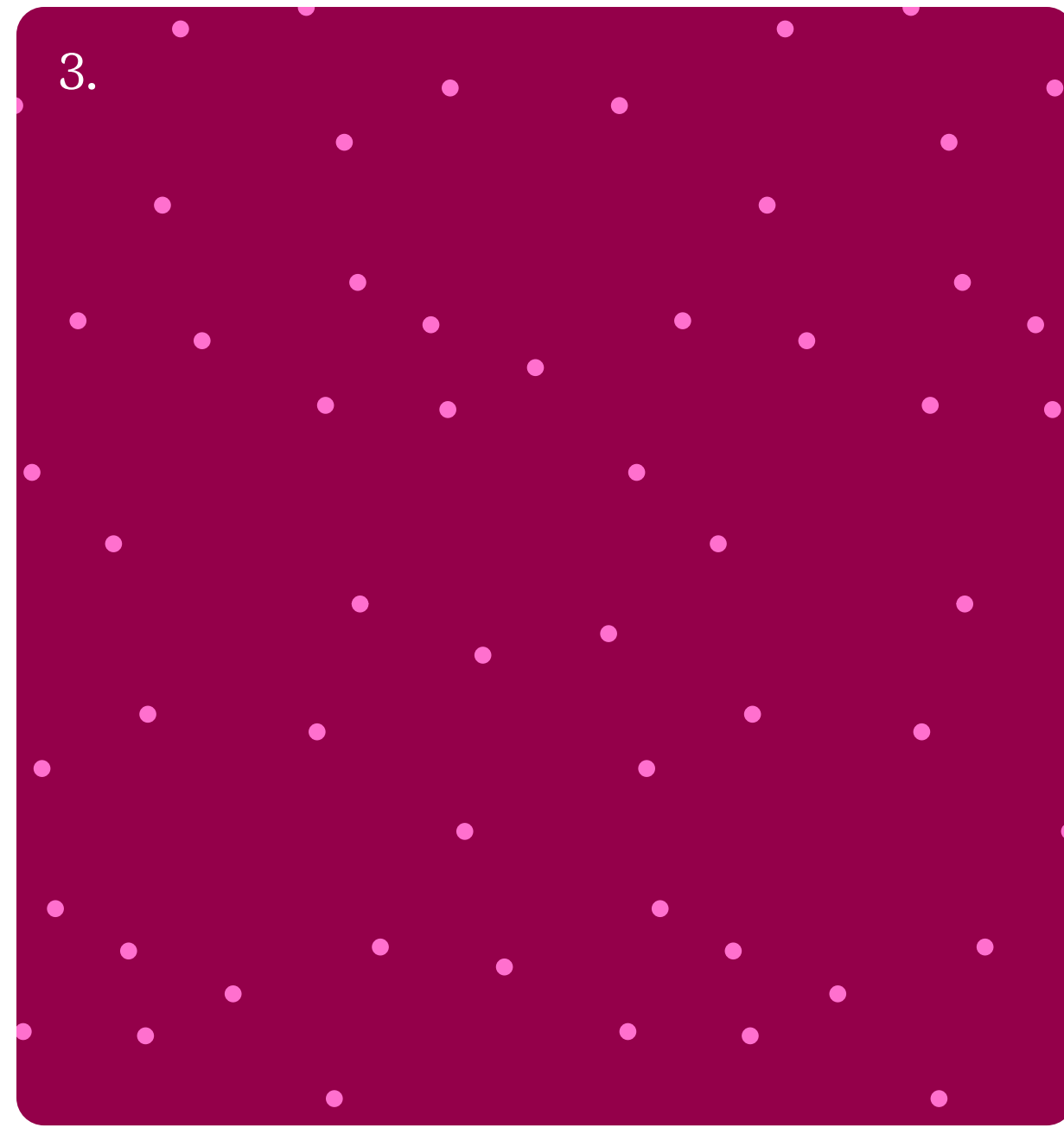
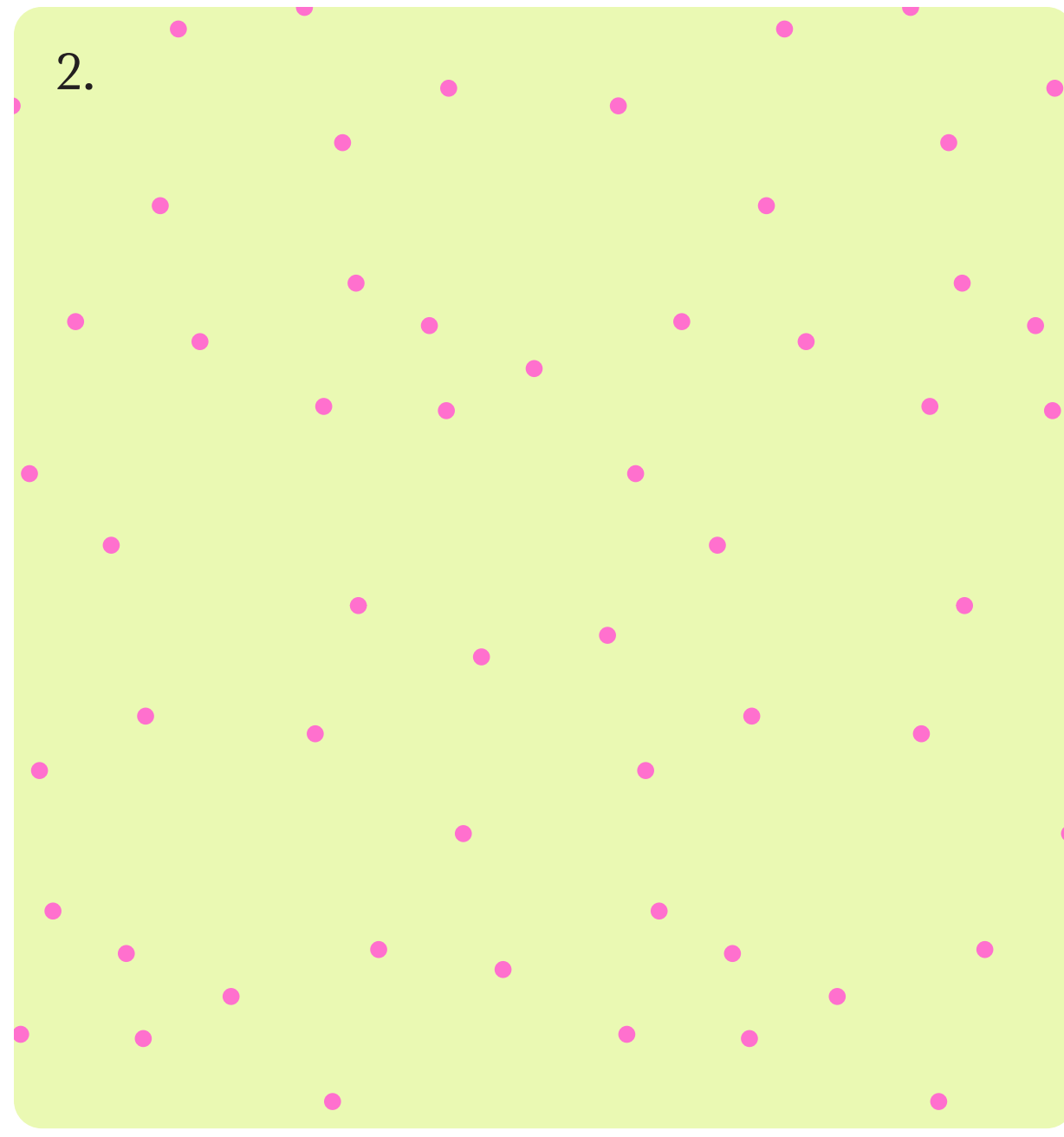
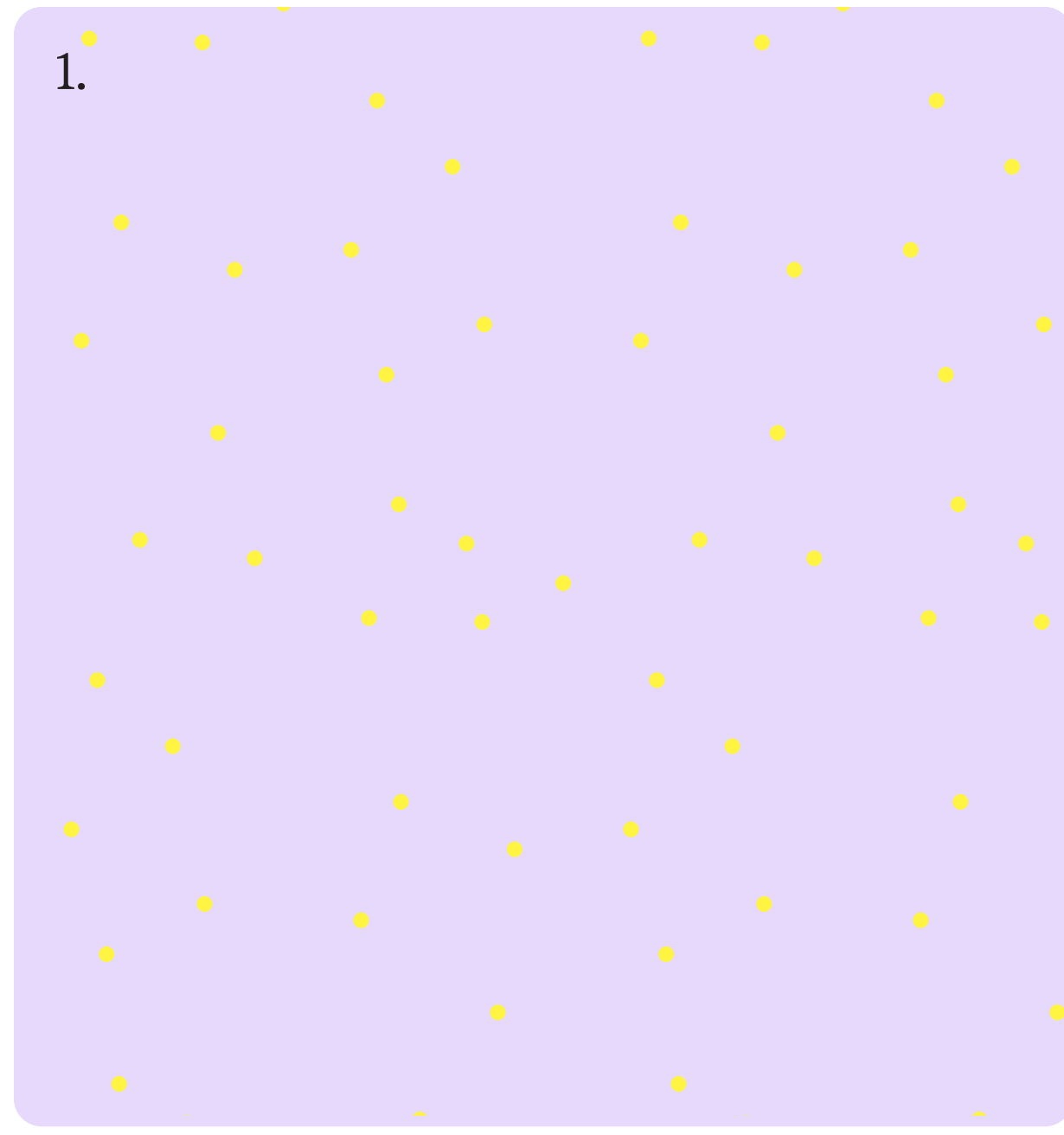
## Random Dots

Dots can be placed in a random pattern as shown here.

This page represents a starting point for color pairings that appeal to a broad spectrum of age groups.

- Color Index:
- 1. Lavender/Sunshine
  - 2. Lime/Flamingo
  - 3. Ruby/Flamingo
  - 4. Taffy/Rainbow
  - 5. Sea Foam/Rainbow
  - 6. Spruce/Rainbow

These patterns are only for use on product.





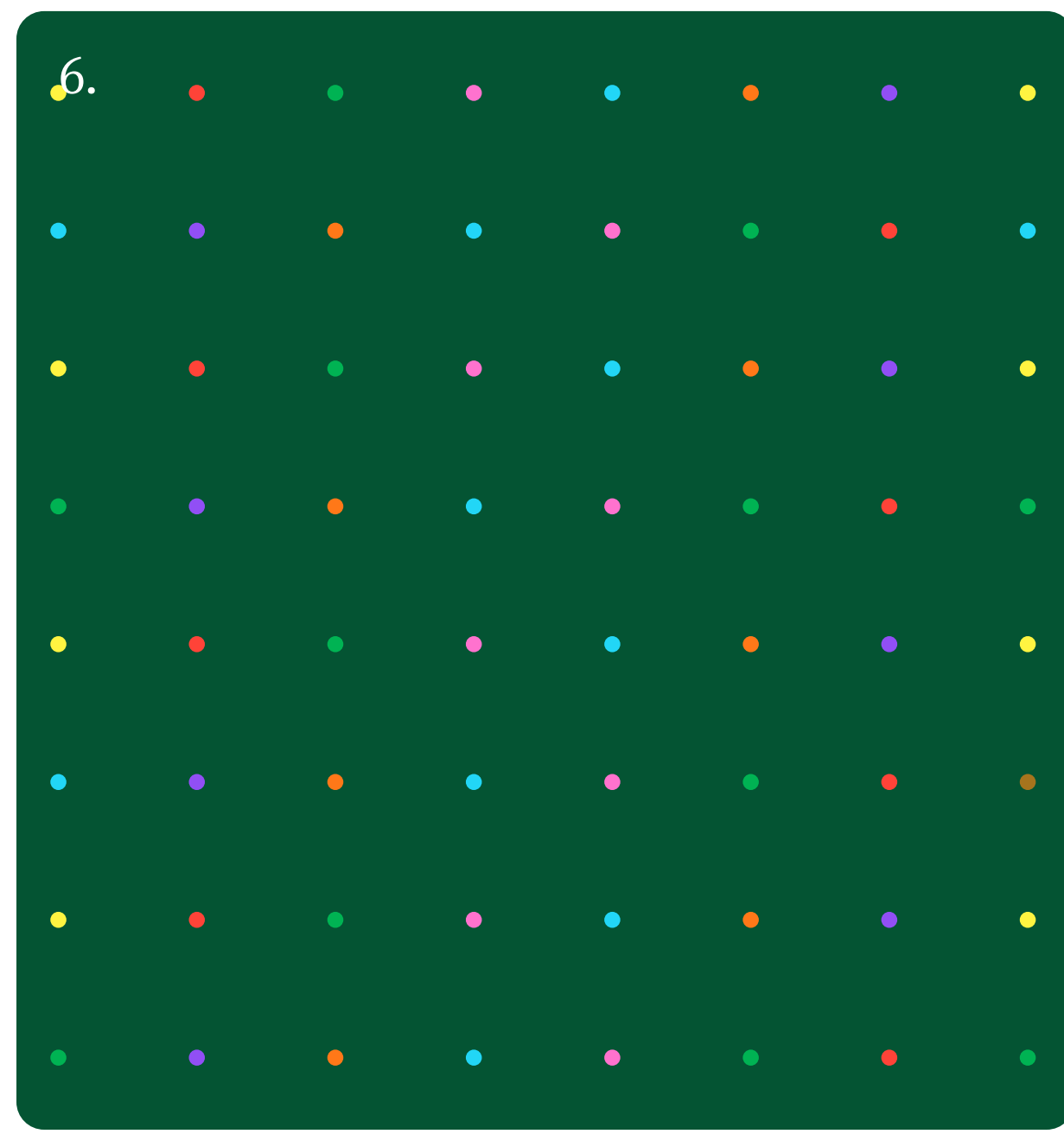
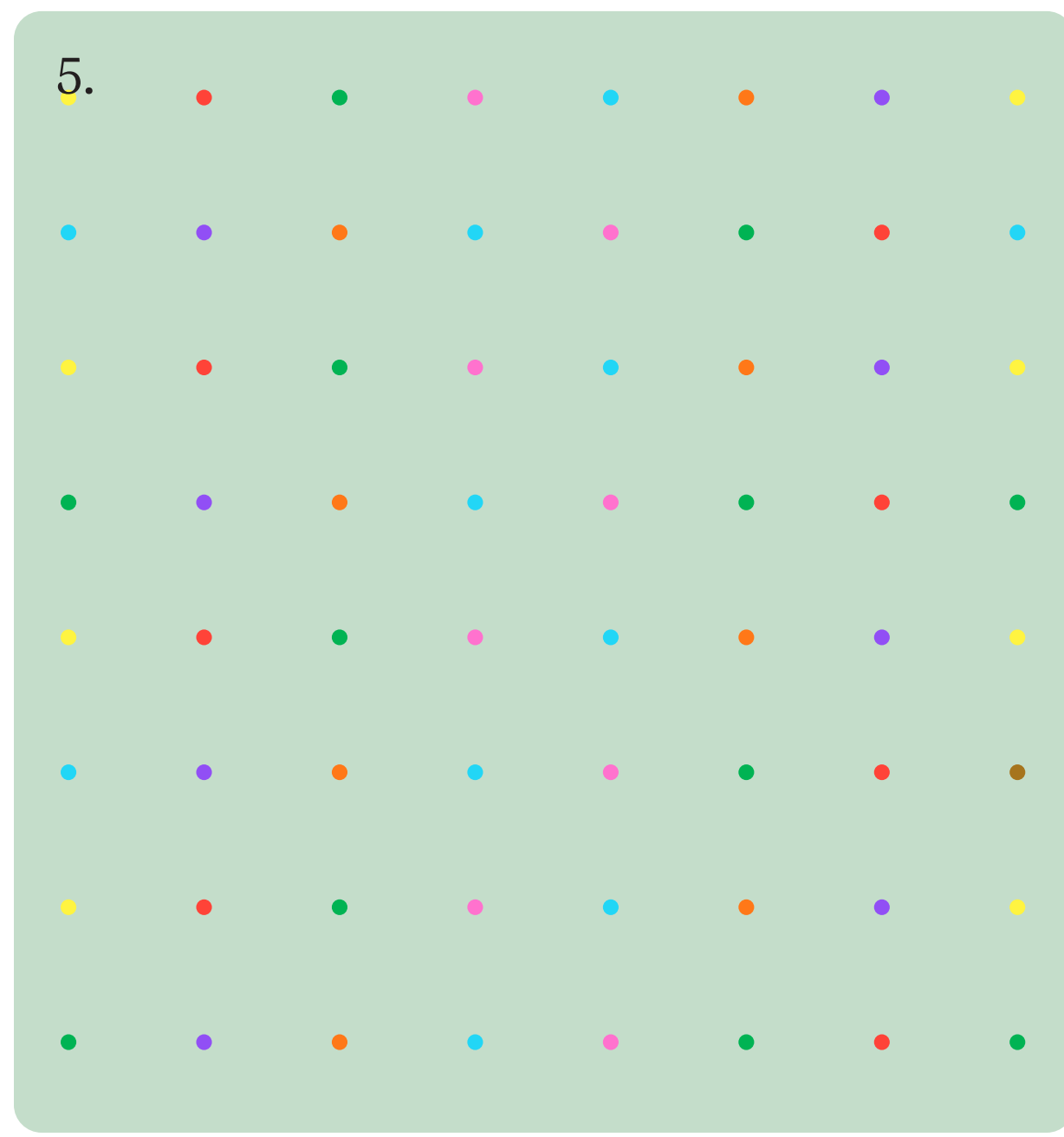
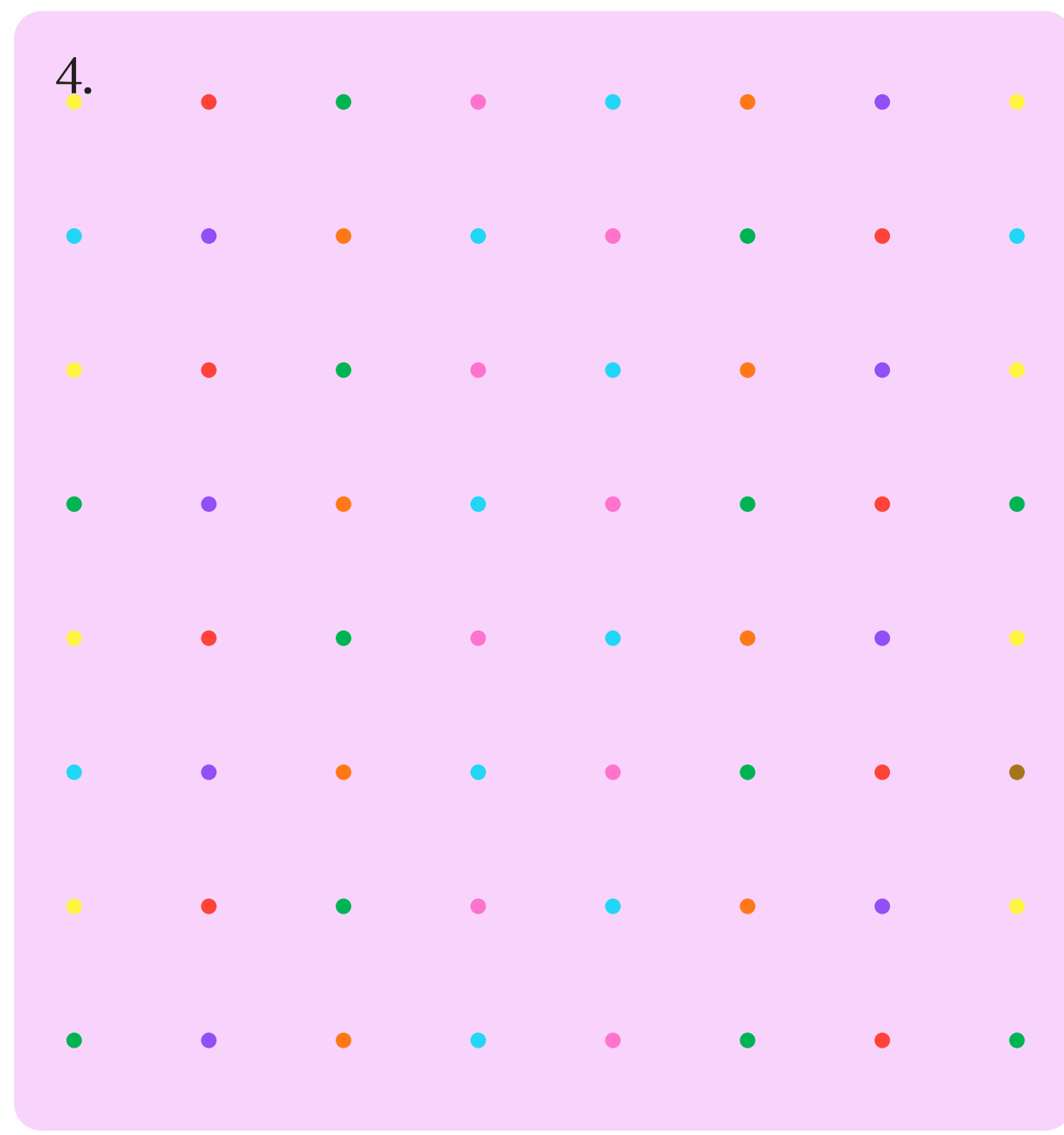
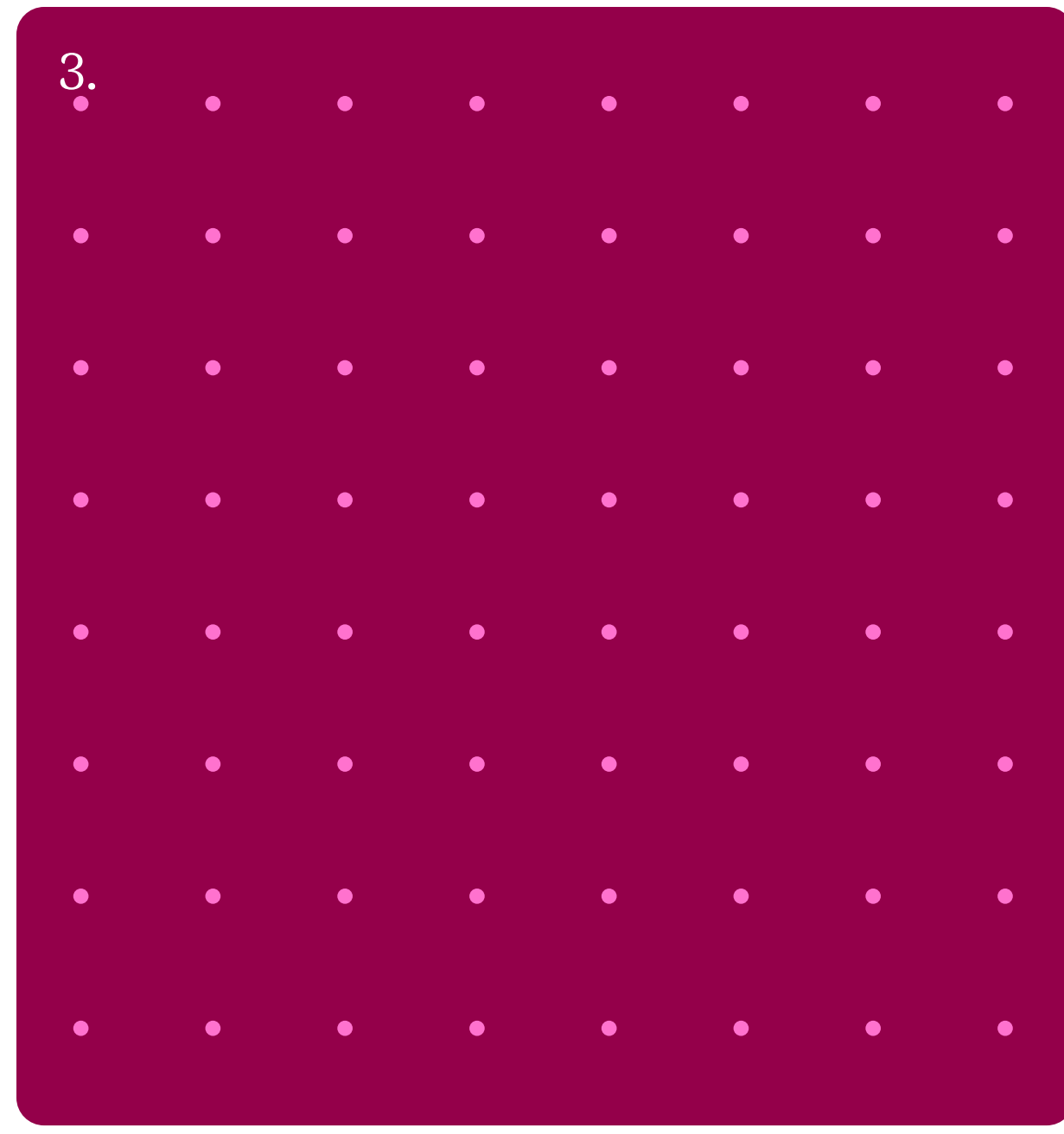
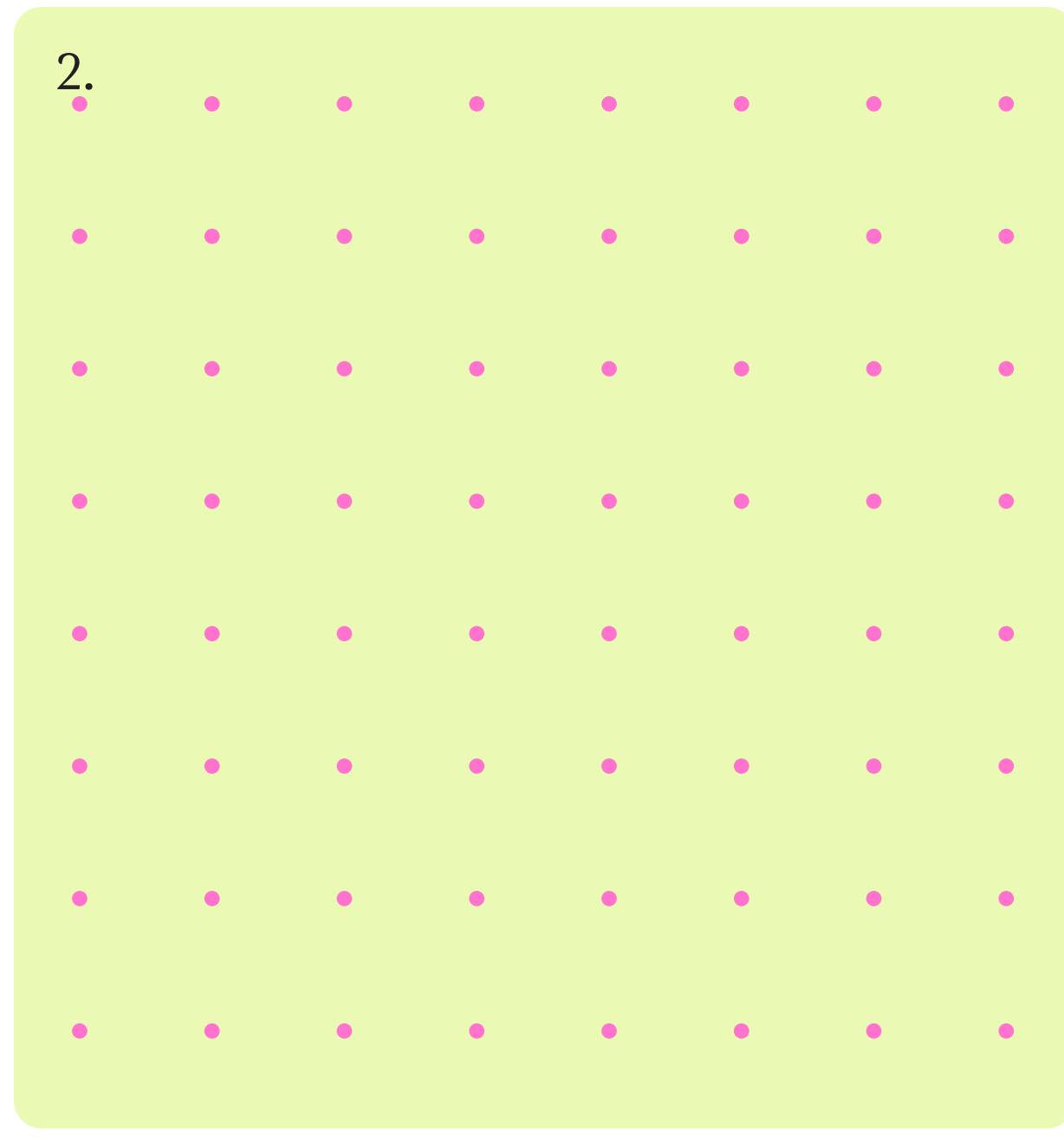
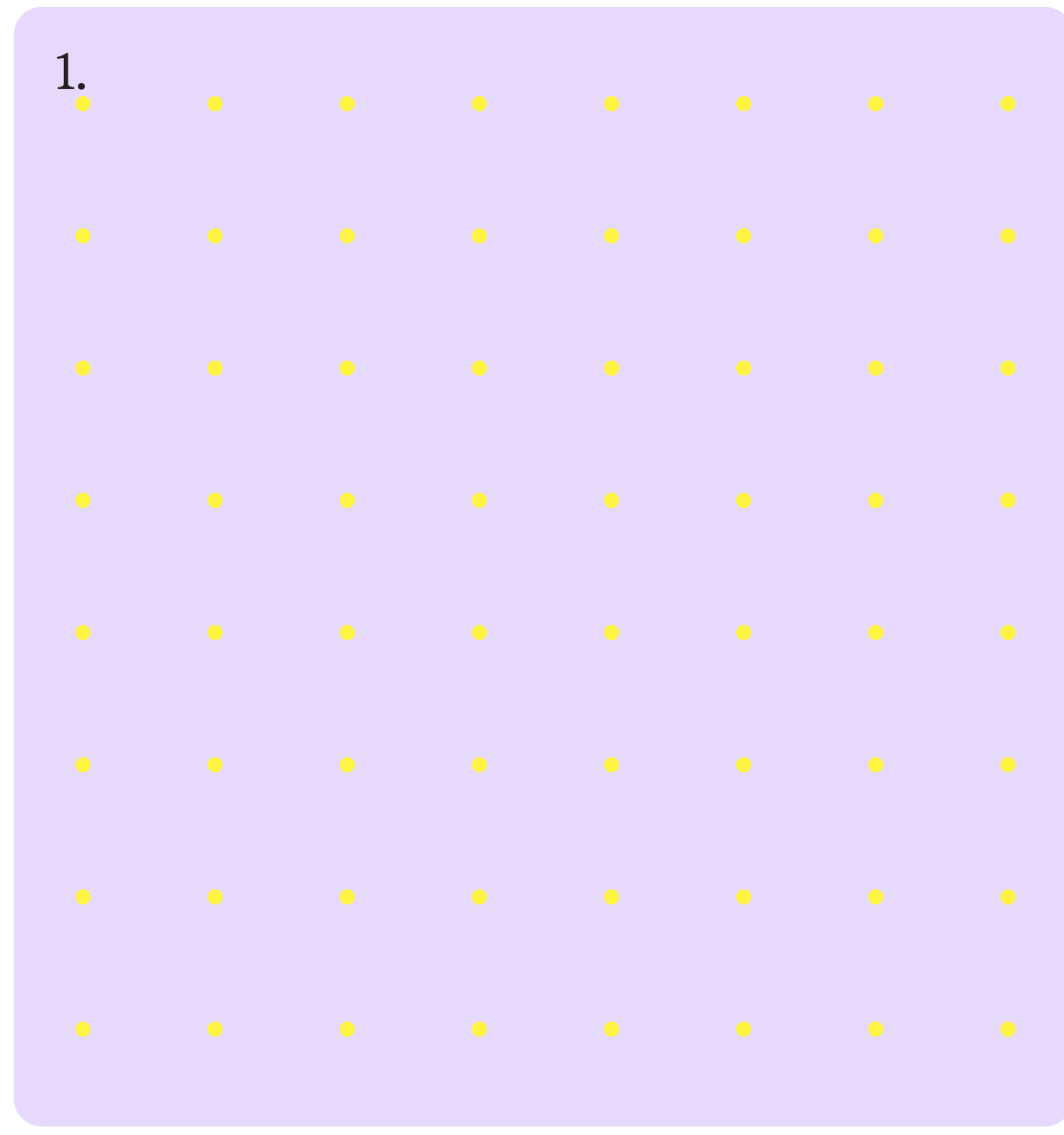
# Agnostic Patterns Gridded Dots

Dots can also be placed on a rigid grid as shown here.

This page represents a starting point for color pairings that appeal to a broad spectrum of age groups.

- Color Index:
1. Lavender/Sunshine
  2. Lime/Flamingo
  3. Ruby/Flamingo
  4. Taffy/Rainbow
  5. Sea Foam/Rainbow
  6. Spruce/Rainbow

These patterns are only for use on product.



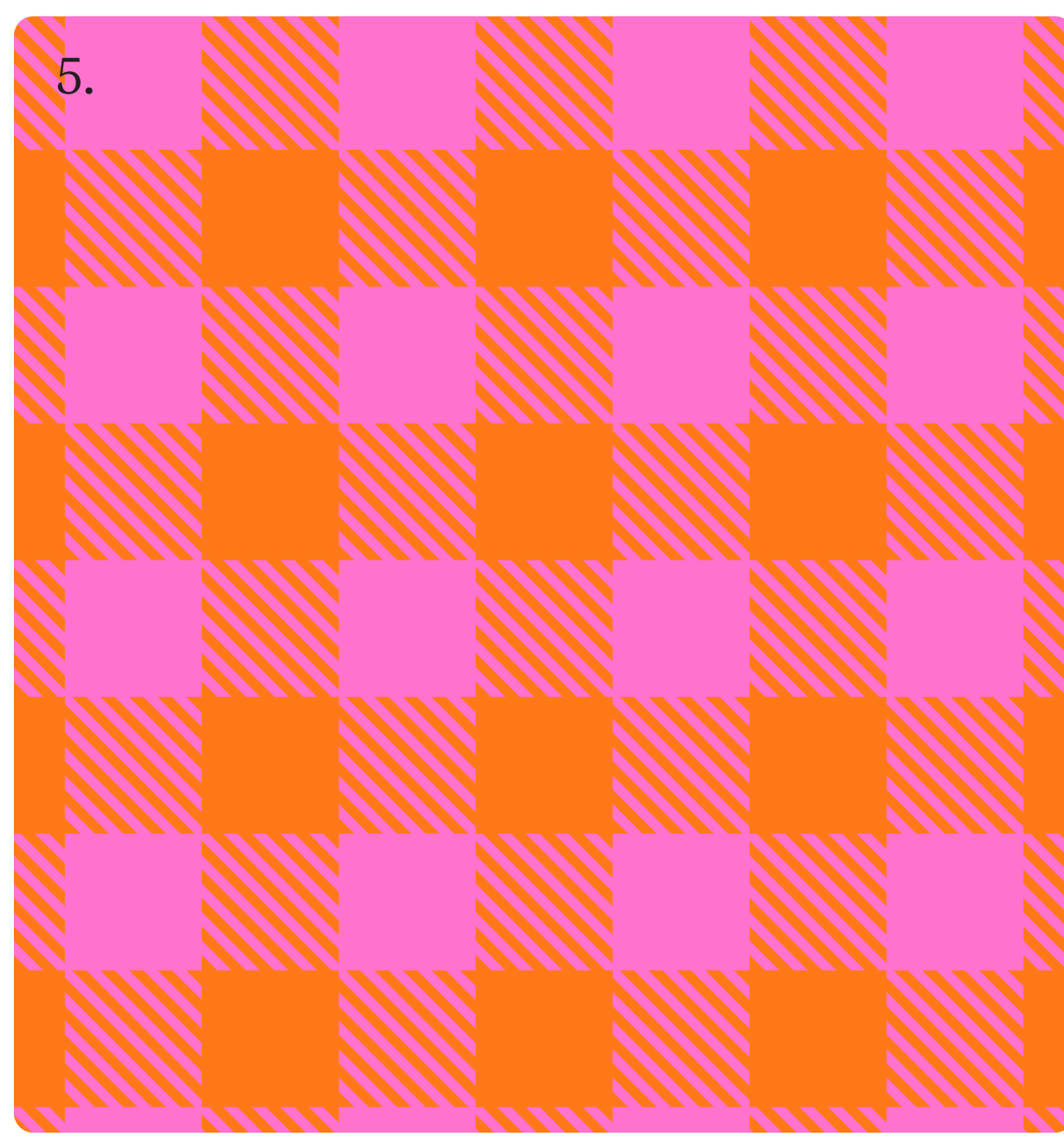
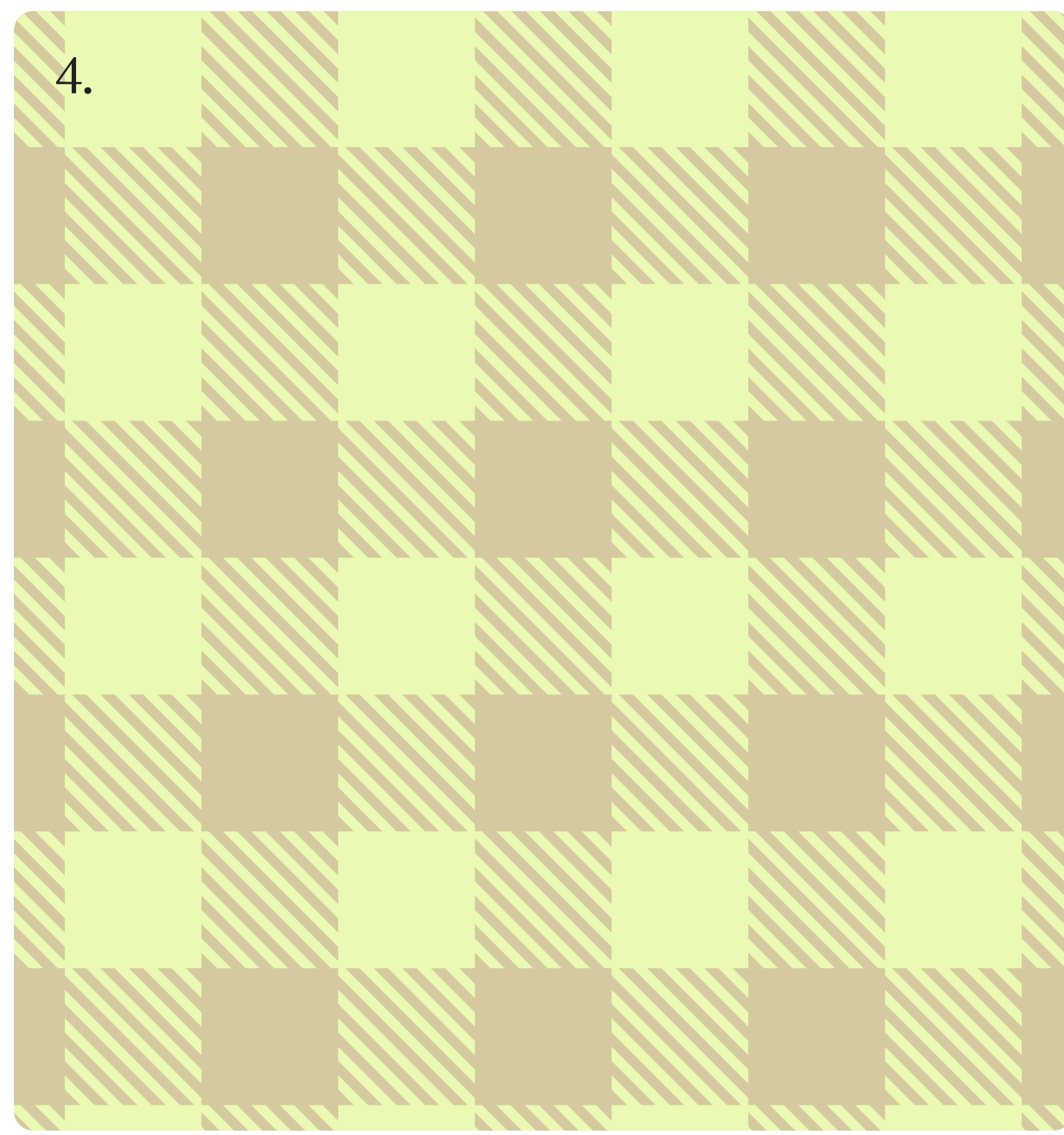
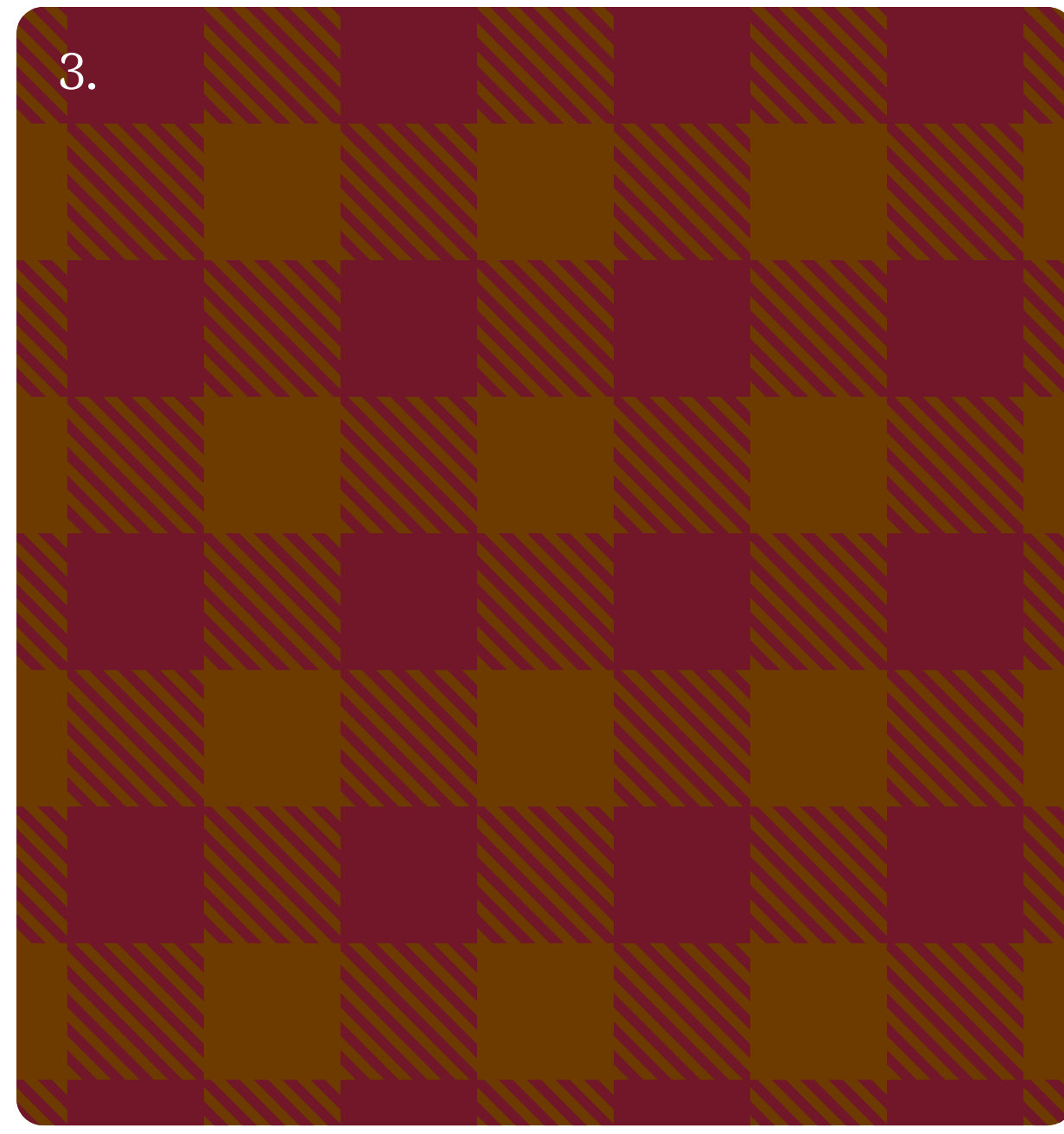
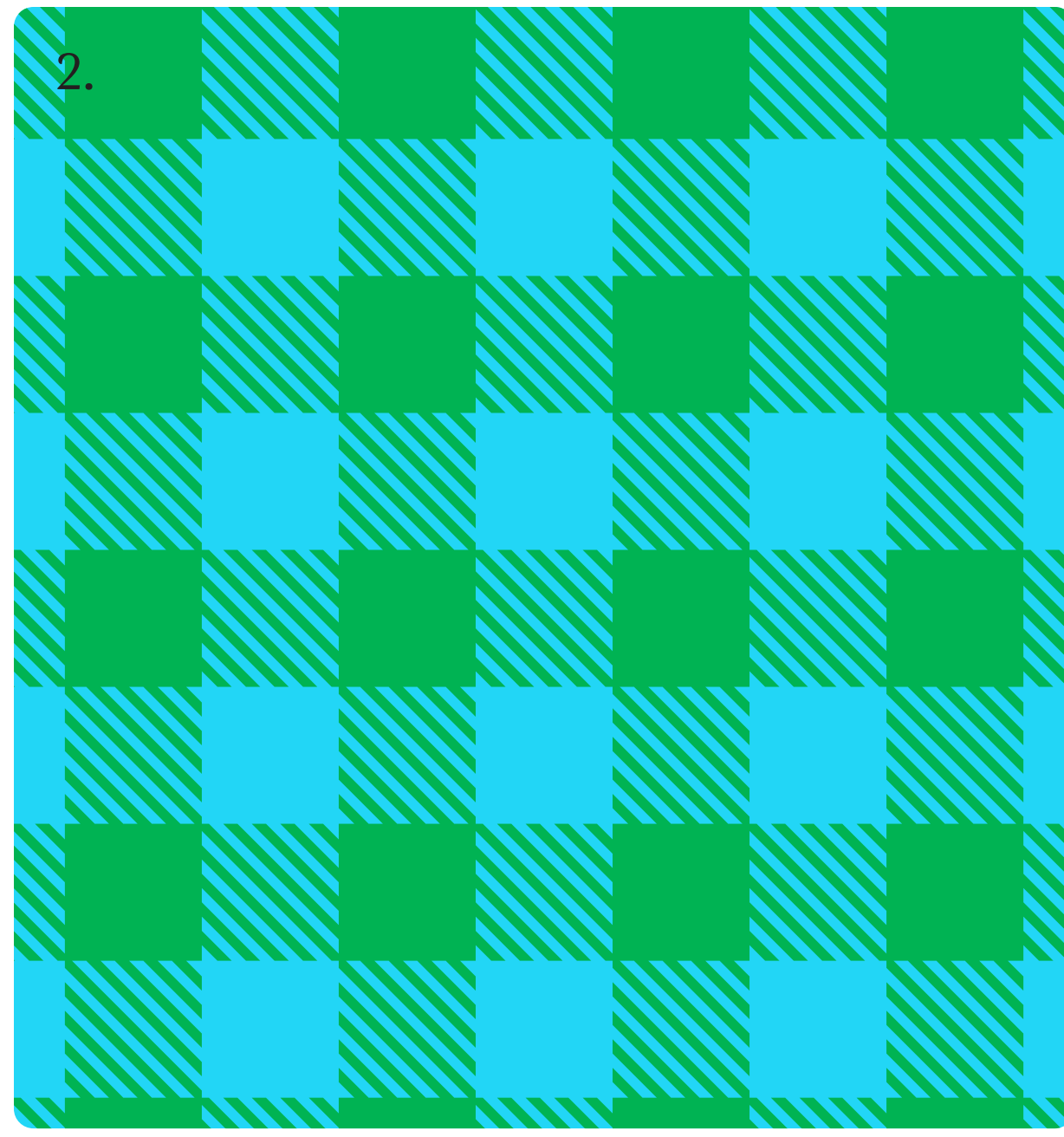
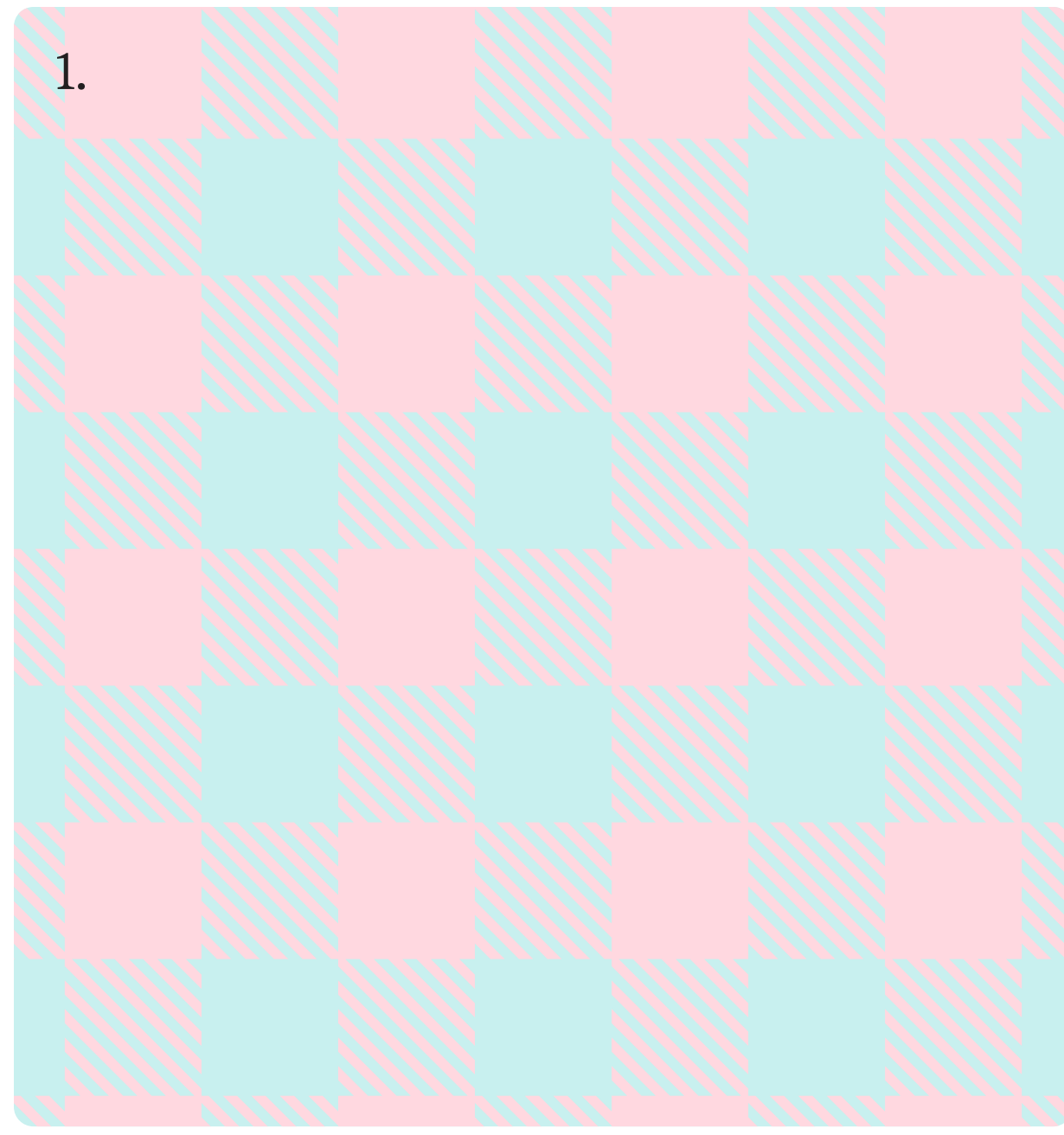


# Agnostic Patterns Plaid

This page represents a starting point for color pairings that appeal to a broad spectrum of age groups.

- Color Index:
- 1. Blush/Aqua
  - 2. Cyan/Girl Scouts Green
  - 3. Walnut/Maroon
  - 4. Khaki/Lime
  - 5. Tangerine/Flamingo
  - 6. Hunter/Midnight

These patterns are only for use on product.



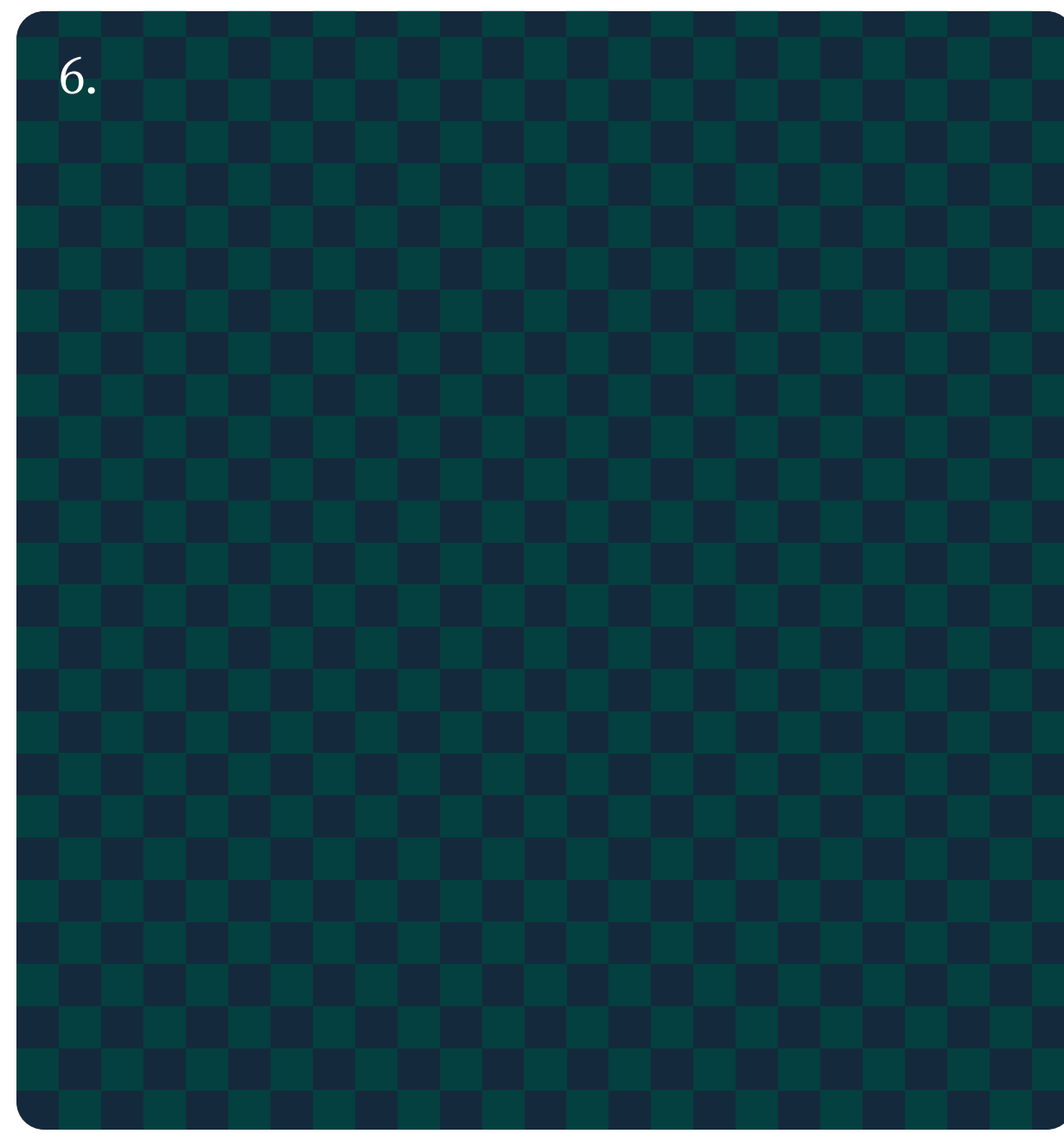
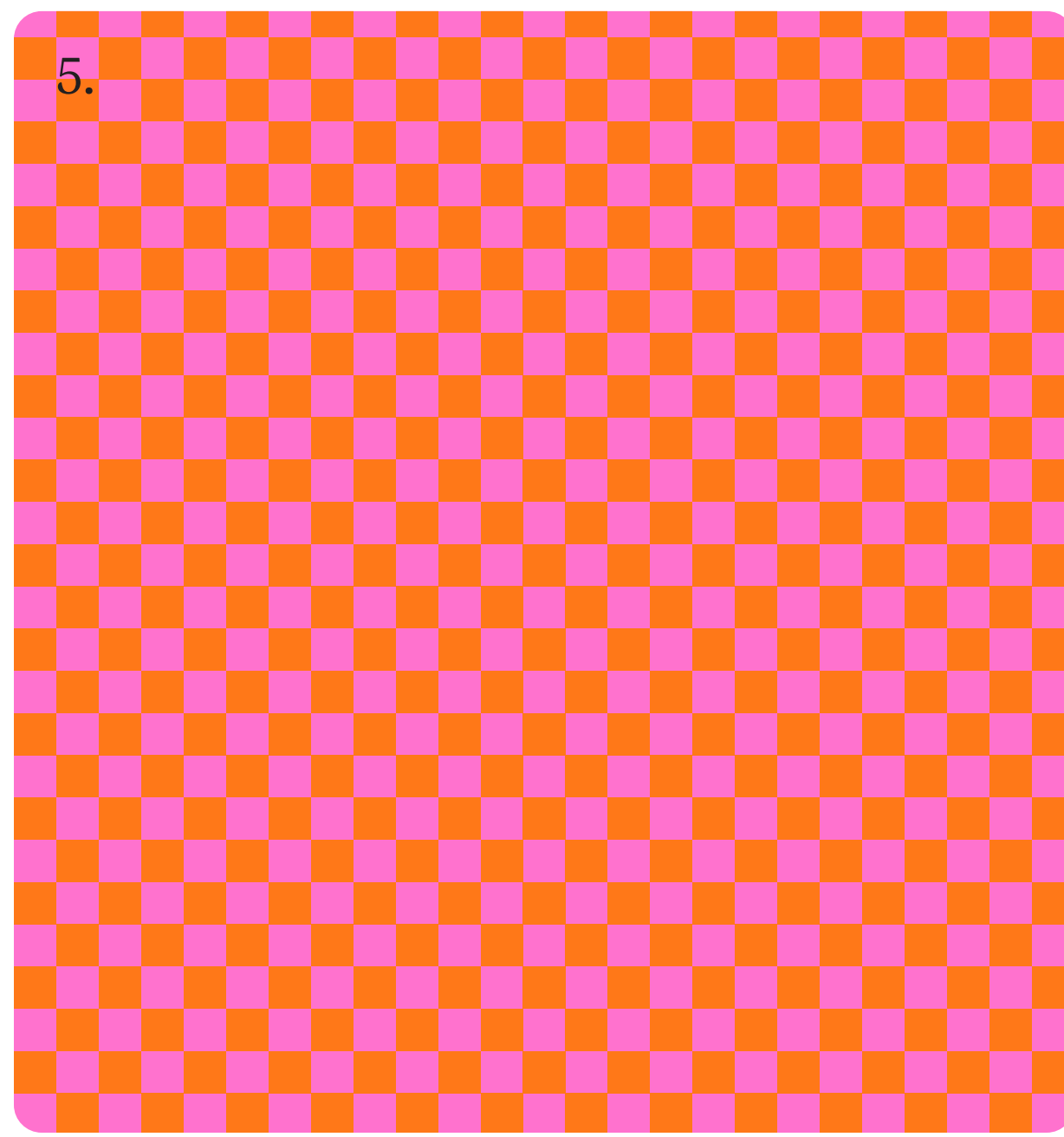
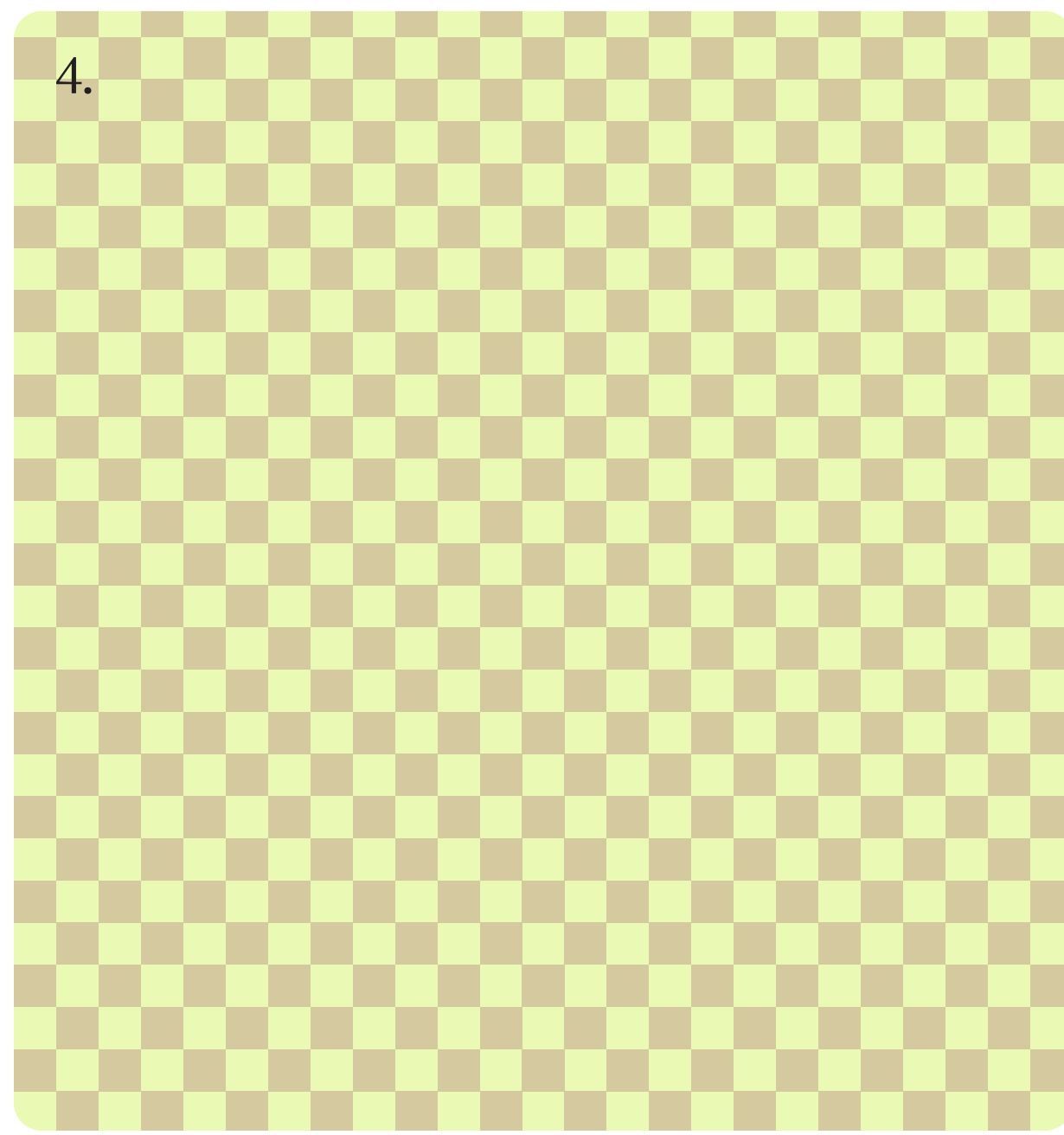
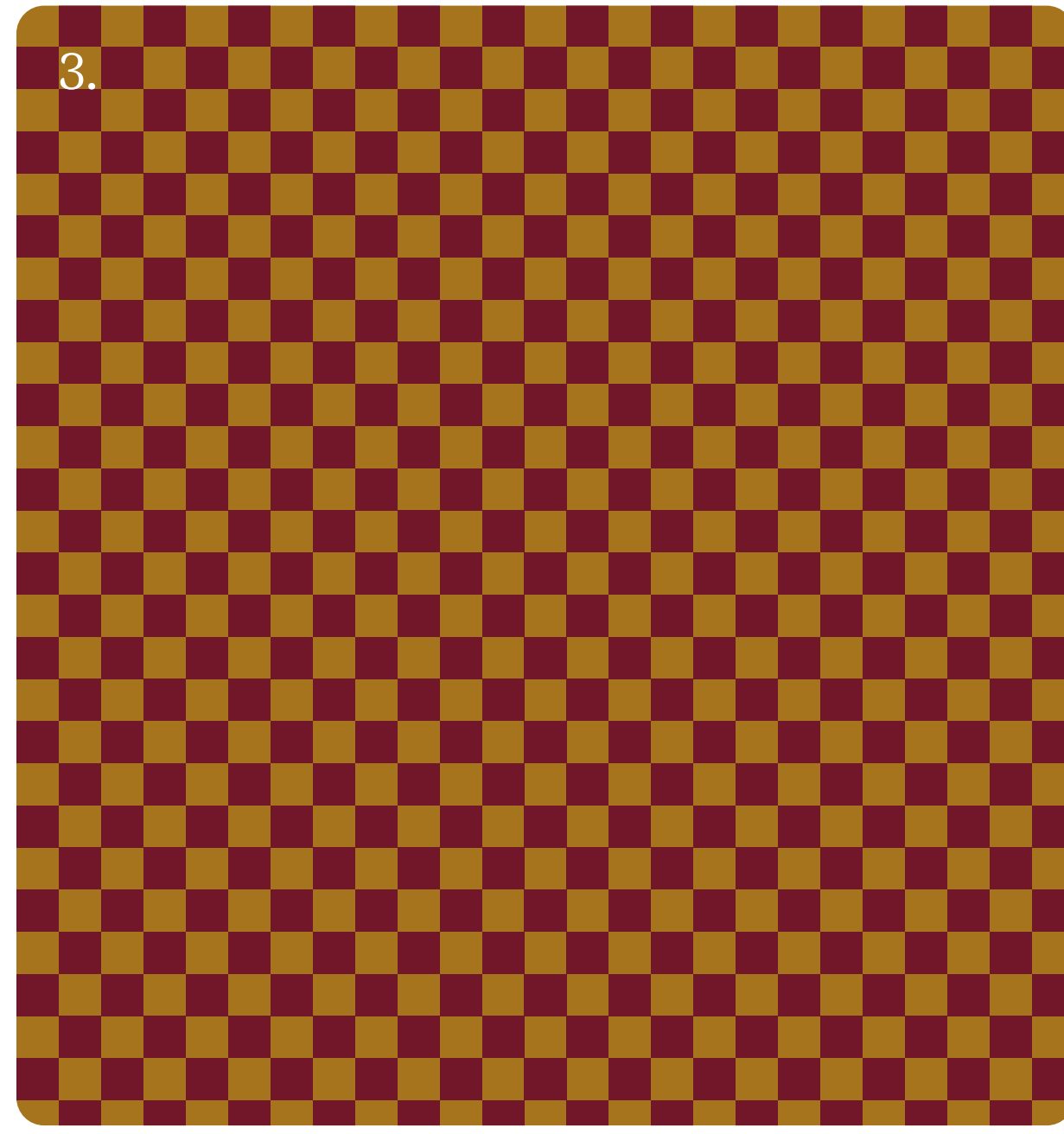
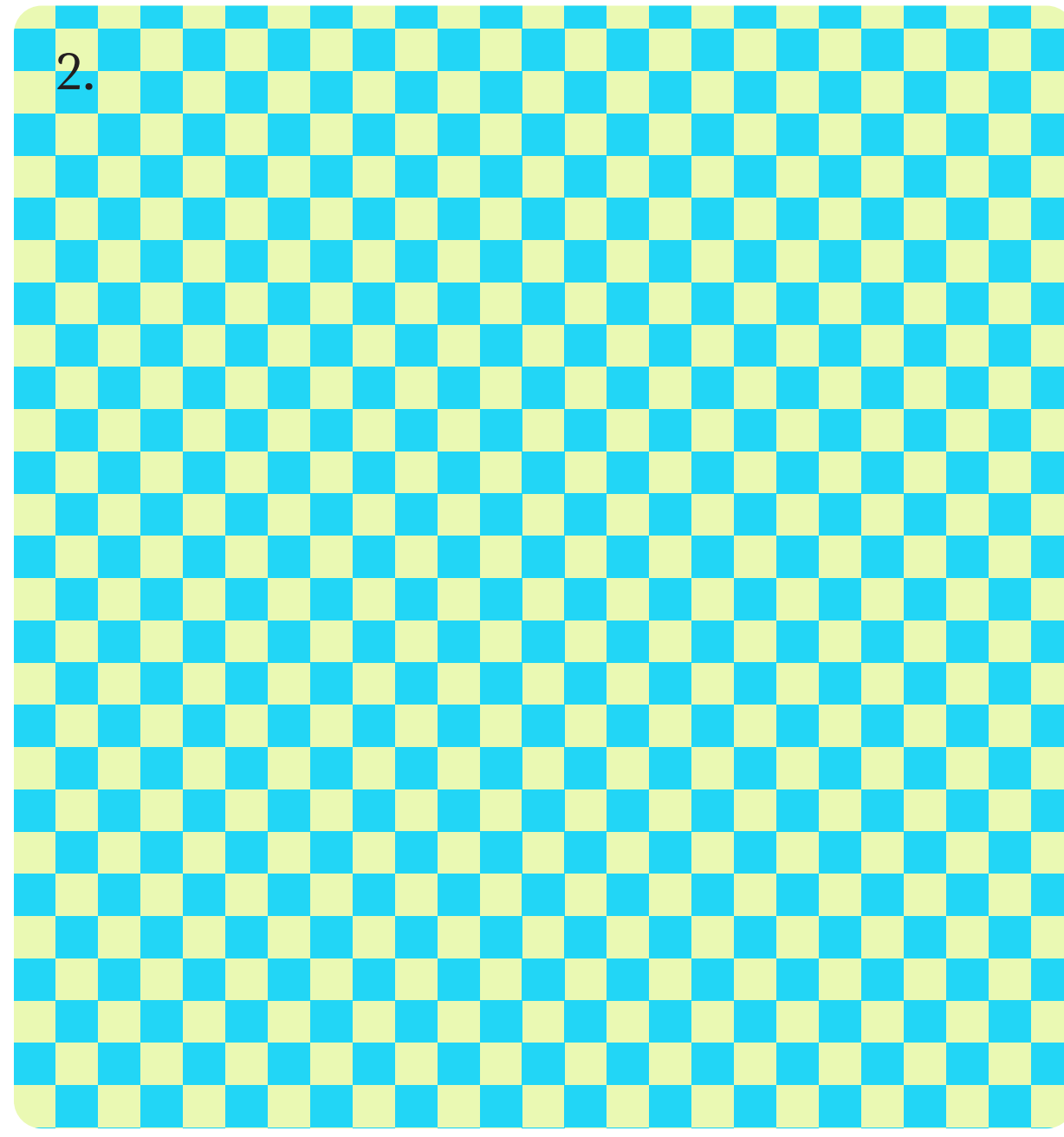
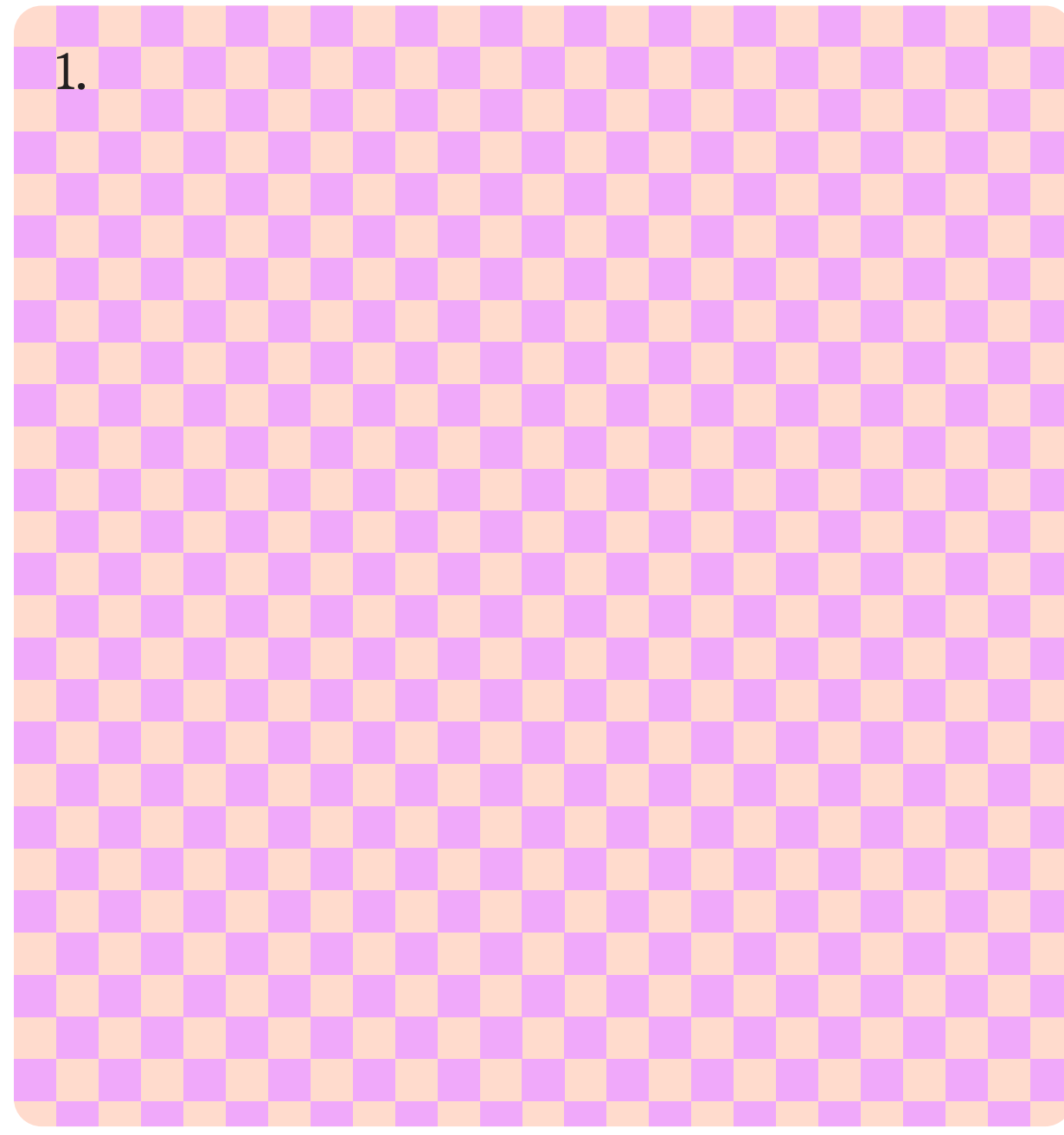


# Agnostic Patterns Checker

This page represents a starting point for color pairings that appeal to a broad spectrum of age groups.

- Color Index:
- 1. Peony/Salmon
  - 2. Cyan/Lime
  - 3. Butterscotch/Maroon
  - 4. Lime/Khaki
  - 5. Flamingo/Tangerine
  - 6. Hunter/Midnight

These patterns are only for use on product.





# Patch and Badge Pattern

Patch and badge shapes can also be applied to lifestyle products.

These designs best suit products that support a modular layout, like a square or rectangular shape. The Trefoil can be incorporated into these compositions, but we can also use the shapes to appeal to a broader audience as we lean into contemporary styles and trends.

These layouts follow the rules outlined in the Brand Standards.

Color pairings can reference the guidance outlined on pages 68 and 69.



FPO



FPO



FPO



FPO



FPO



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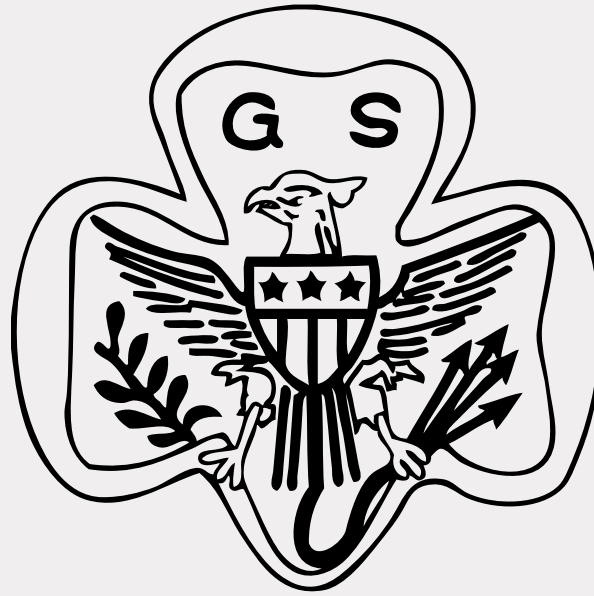
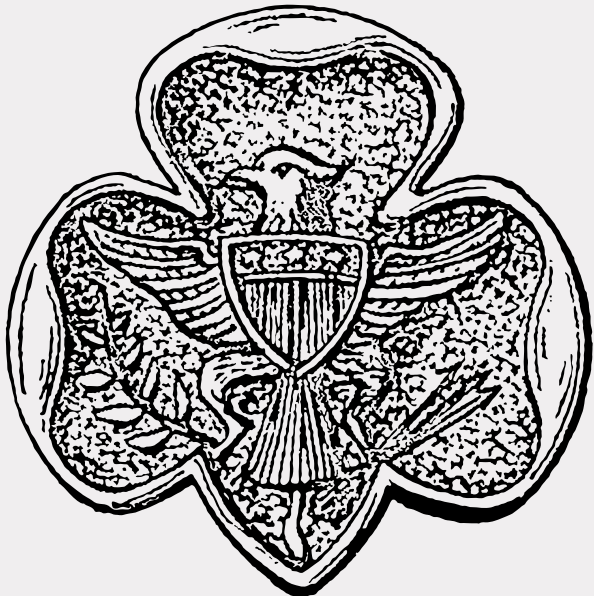


# Legacy Marks

Legacy marks are a powerful tool for speaking to our heritage.

Legacy marks should be used in merchandise for alum and older audiences intended to evoke a sense of nostalgia.

To connect ourselves more to the future than to the past, legacy marks should never be used on product or apparel that is intended for current Girl Scouts in grades K-12 or recruiting new girl members.



This mark should be used as shown. The graphic should never be separated from the typography.

# Juliette Gordon Low Quotes for Legacy Products

## JGL and Handbook Quotes

“Scouting is the cradle of careers.  
It is where careers are born.”

“Come right over, I’ve got  
something for the girls of  
Savannah, and all America, and  
all the world, and we’re going to  
start it tonight.”

“Badges mean nothing in  
themselves, but they mark an  
achievement and they are a link  
between rich and poor.”

## JGL Quotes for Girls

“Girl Scouts have real fun”

“...Truly, ours is a circle of  
friendships, united by our ideals.”

## Service in Girl Scouting Quotations

“...I want to appeal to every Girl  
Scout to brace up and strain  
every nerve to continue public  
service and help to make a  
‘newer and better world.’”

## Consumer Insights

“...we have grown and flourished  
thanks to the solid merits of Girl  
Scout Laws and to the whole  
heartedness of the Captains and  
Leaders who have taken up this  
work and I say with all my heart  
Long Live Girl Scouts.”



# Legacy Products

When creating a legacy item, it should reference a specific era, and emulate it through materiality, production, and quality.

Archived catalogs can be found at: <http://www.gscatalogs.com>

## Catalog Inspiration



## Contemporary Re-issue



# Legacy Products

Here are more examples of legacy items based on catalog references.

When selecting colors for re-issued products, use slightly richer, slightly more vibrant versions of the original design. These colors do not need to be in the core product color palette but should be true to the original visual intention.

## Catalog Inspiration



## Contemporary Re-issue





# Legacy Products

These examples show how we can design merchandise for alum using the contemporary brand identity tools paired with legacy marks as long as the concept and copy speak to Girl Scouts' legacy.



# Legacy Product Color Palette

The Girl Scouts legacy palette is made up of deepest and more muted tones from the larger product palette. The Forrest and Hunter Green are the primary colors for signaling Girl Scouts within legacy products, but all colors can be used.

Ruby  
PMS 228  
18-2527 TPX  
CMYK 34/100/48/20

Butterscotch  
PMS 146  
18-0935 TPX  
CMYK 30/52/100/12

Spruce  
PMS 350  
19-6311 TPX  
CMYK 90/40/90/40

Indigo  
PMS 5265  
19-3839 TPX  
CMYK 81/78/47/47

Khaki  
PMS 4545  
14-0925 TPX  
CMYK 20/15/40/0

Maroon  
PMS 7427  
19-1557 TPX  
CMYK 33/97/72/42

Walnut  
PMS 7601  
19-1333 TPX  
CMYK 38/72/100/43

Hunter  
PMS 3302  
19-5230 TPX  
CMYK 95/50/65/50

Midnight  
PMS 295  
19-4038 TPX  
CMYK 90/75/50/54

Gray  
PMS 2332  
18-1108 TPX  
CMYK 50/40/50/8



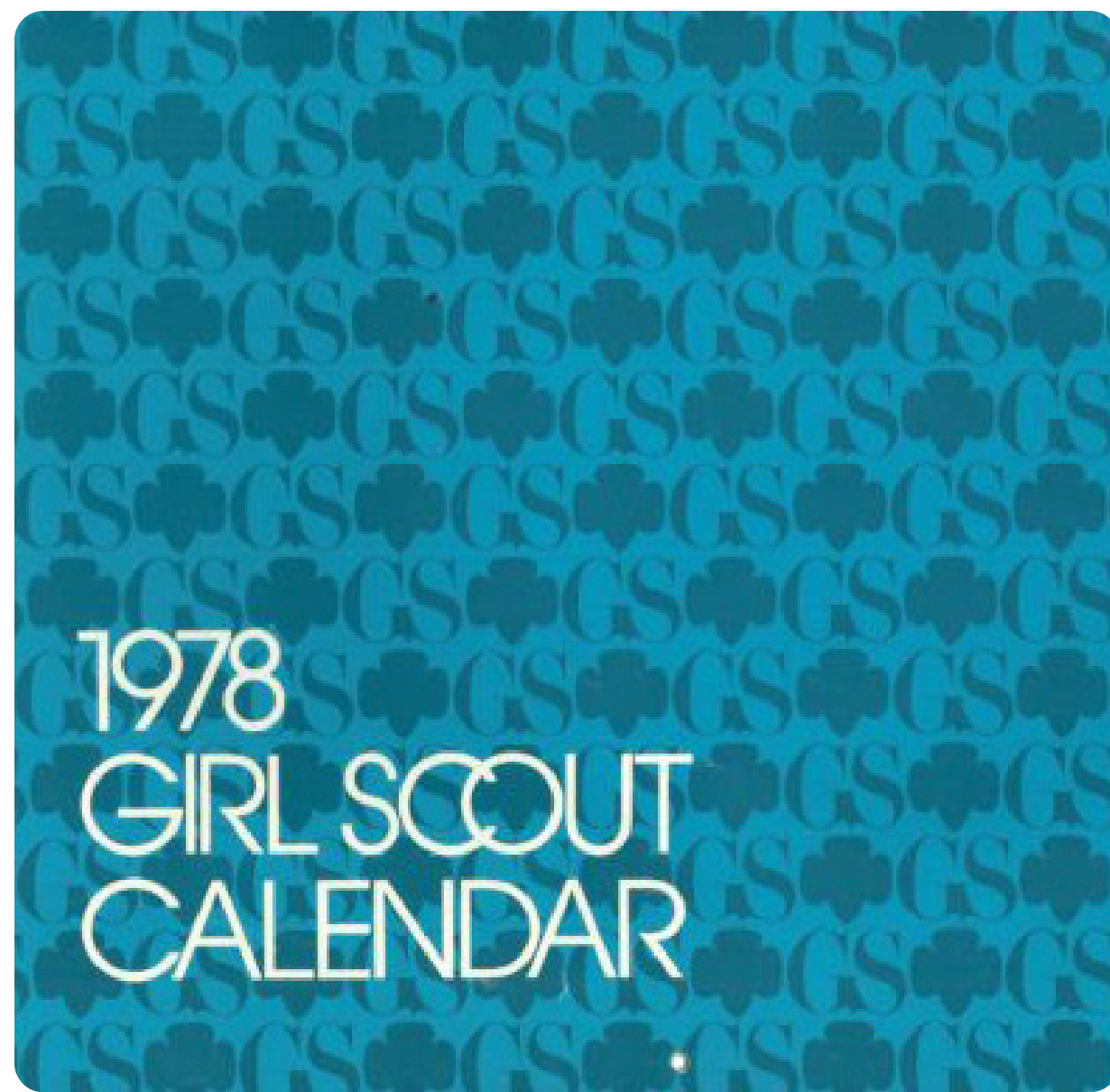
# Legacy Pattern

The 1978 Calendar pattern inspired the Girl Scouts legacy pattern.

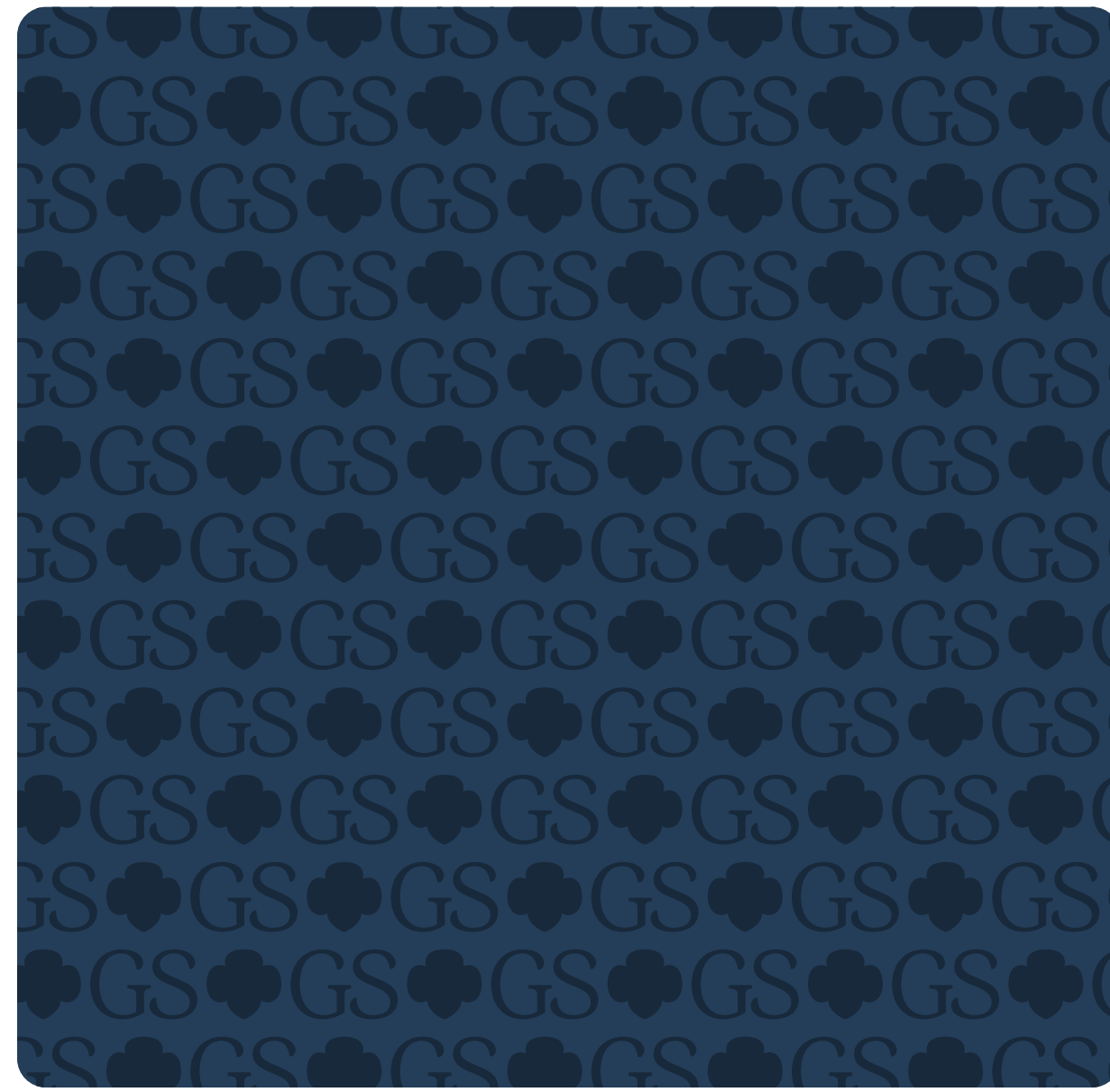
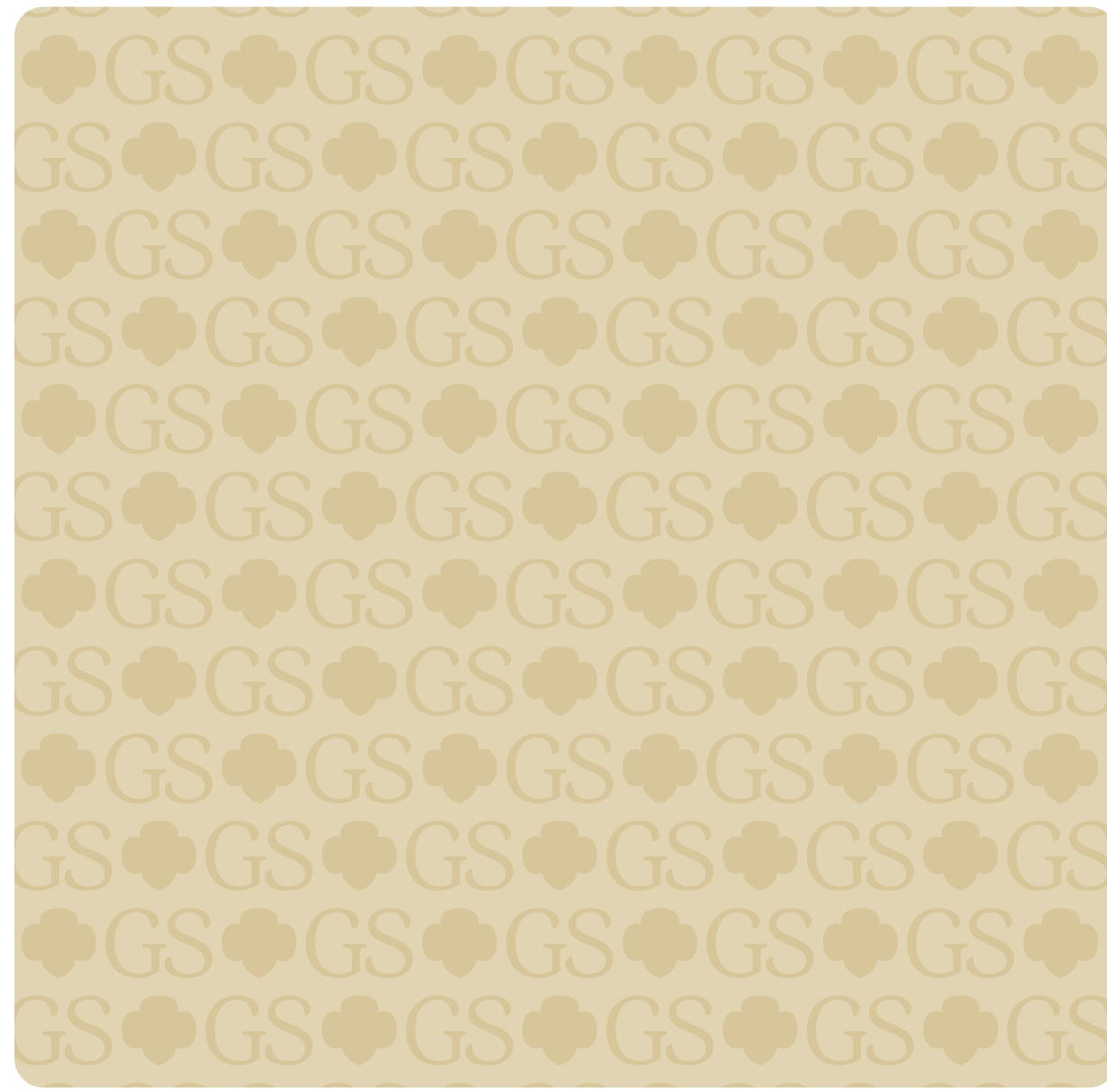
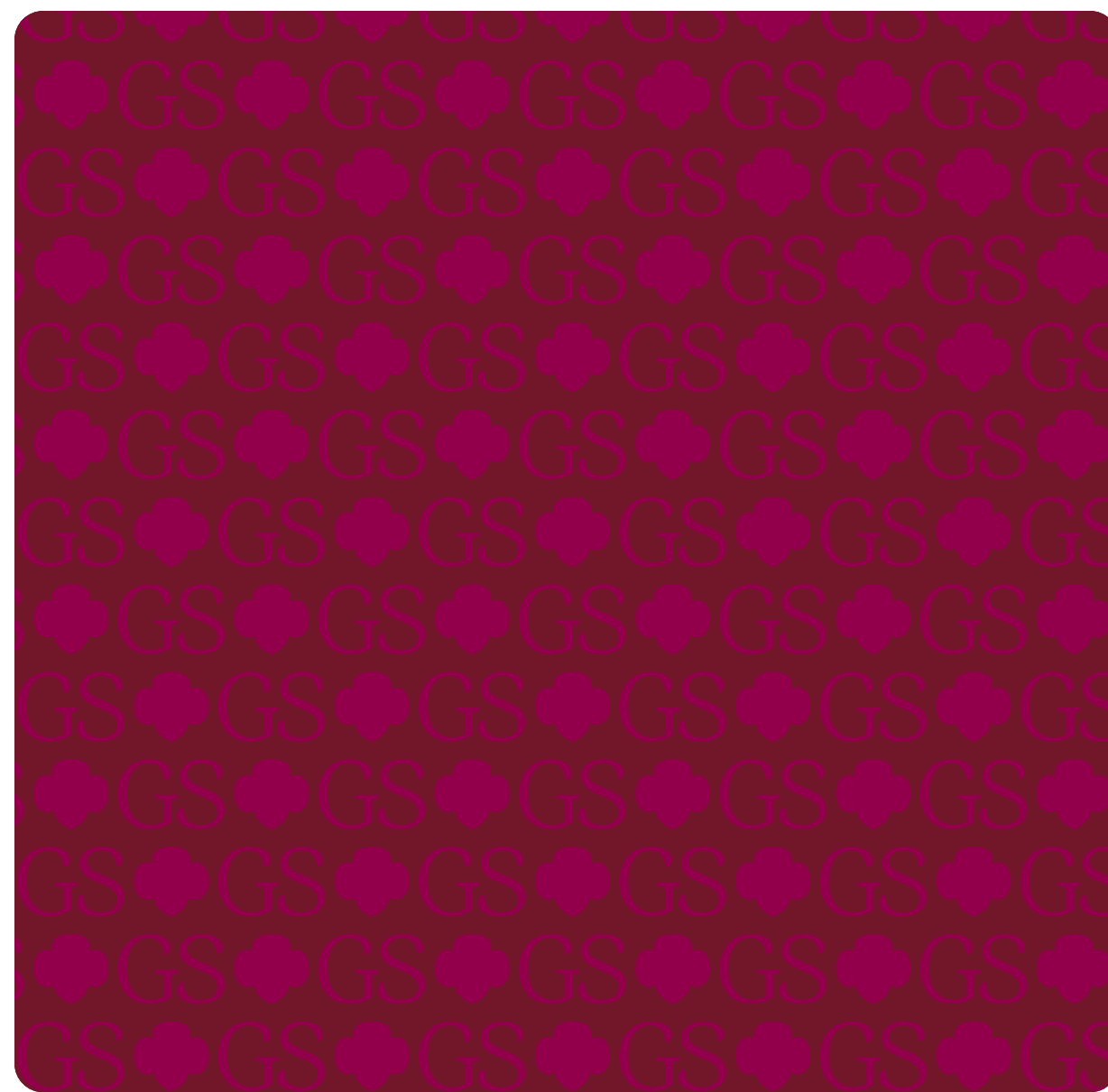
Low contrast colors should be used for this pattern to maintain a sophisticated tone. The background and the foreground should have approximately a 10% difference in value.

This pattern is only for use on product.

Inspiration:



Legacy Pattern:





# Legacy Pattern in Use

The legacy pattern can be applied to products for alum and older audiences that maintain a high standard of quality through form and materiality.



FPO



FPO



# Submission & Approval Process

# National Licensing Product Submissions

All submissions will be made through Brand Comply, our Licensing Agent's submission portal, for all product and packaging approvals.

For a complete list of requirements, refer to your Agreement.

## **Review Time**

Please refer to your Agreement.

A submission is not approved until you receive written confirmation of approval. If you do not receive written approval, your submission is deemed disapproved.

# Product Submissions

Products are to be submitted for review at the following stages:

## **Concept Stage**

- Must include Pantone call-outs including product and print.
- Should include target launch date.
- Food-related submissions must include ingredients list and nutritional panels.

## **Pre-Production Stage**

- Product samples for quality and execution.
- Food-related submissions must include internal testing results.

## **Production Sample**

- Contractual samples per the Agreement
- Samples should be in final packaging.

## **Licensees should provide the information below, where applicable:**

- Proposed distribution
- Wholesale and retail pricing



## Regional Licensing Product Submissions (for Council Products)

**Council Note:** All products must have a council identifier (i.e., council lockup, acronym, or name)

### **Review Time**

The normal turnaround time for a review of submissions is 10-15 business days. This timeline does not supersede what's in the Regional Licensing contract. Please allow additional time for items with any third party branding. Expedited submissions are to be the exception. If you are requesting an expedited review, please provide a reason for the rush request on the approval form and desired date.

A submission is not approved until you receive written confirmation of approval. If you do not receive written approval, your submission is deemed disapproved.

## Product Submissions

All product submissions must be sent to [GSVendors@girlscouts.org](mailto:GSVendors@girlscouts.org) by regional licensees on behalf of councils for approval.

All submissions must be accompanied by an approval form. If an approval form is not attached to your submission, the submission will be returned to you without review.

Any marketing and event materials for Girl Scout-branded events produced by a council should be developed in accordance with the GSUSA Brand Standards and approved by GS Brand ([gsbrand@girlscouts.org](mailto:gsbrand@girlscouts.org)). If product is being designed to support an event, please attach any marketing and event materials approved by GS Brand, along with any correspondence with GS Brand, to the submission request. The product design should be consistent with the branding on the approved event materials.

If a submission is not approved, licensees will be provided with suggested edits and/or specific feedback on why it is not approved.

If councils would like to further discuss the feedback, please contact [GSVendors@girlscouts.org](mailto:GSVendors@girlscouts.org).

# Girl Scout Merchandise (GSM) Product Submissions

All product submissions must be sent to the GSM Buyer responsible for the product category for approval. Prior to submitting artwork and designs, vendors must reference the creative direction and initial concepts provided by the GSM Buyer.

## **Review Time**

The turnaround time for review of submissions varies by project based on the timing and depth of the assortment. The product development timeline and overall lead times should be discussed with the GSM Buyer when the project kicks off.

A submission is not approved until you receive written confirmation of approval. If you do not receive written approval, your submission is deemed disapproved. All details are outlined in the Vendor Manual provided to GSM vendors.

# Product Submissions

Products are to be submitted for review at the following stages:

## **Concept Stage**

- Must include Pantone call-outs including product and print.

## **Pre-Production Stage**

- A first sample must be received for quality and execution.

## **Production Stage**

- Samples must be in final packaging with correct UPC information affixed.
- This sample must be approved by the GSM Buyer before shipping.

For each stage, the appropriate paperwork must accompany the sample as outlined and provided in the Vendor Manual.



# Licensing & GSM Vendor Contacts

**National Licensee Contact:**

Amanda Ferraro  
Brand Manager, Licensed Brands  
amanda@earthboundllc.com

**Regional Licensee & Council Contact:**

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**Girl Scout Merchandise Vendor Contact:**

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Senior Manager, GSM Merchandising  
aabel@girlscouts.org